THE SOUTH + BROADCASTING =
EDUCATIONAL PROGRESS
NAEB SOUTHERN AREA CONFERENCE
March 31 - April 2 1966
Memphis, Tennessee

File Region II

NEWS OF THE CONFERENCE

THE SOCIABLE SHELTER: We are pleased to inform you that Mr. Hoyt B. Wooten, Chairman of the Board of Cowles Broadcasting and former owner of WREC AM & TV in Memphis, has invited those attending the conference to be his personal guests for a social hour to be held in the bomb shelter on his estate. Mr. Wooten's shelter, one of the most unique in existence, is designed to accommodate 56 people for a period of three weeks in an area of some 5500 square feet. It has excellent recreational facilities, and a communications room providing world-wide radio contact. The shelter will comfortably hold 125 people for a party, and arrangements are being made for us to visit in two groups on Friday evening.

LEGISLATION AND BROADCASTING: In addition to our general session on this subject with Mr. Phillip H. DesMarais, Deputy Assistant Secretary for Education, Department of Health, Education and Welfare, Mr. Bob Rowland, ETV Specialist with the ETV Facilities Program office in Washington will be at the conference on Friday and Saturday for personal conferences with those considering applications under the Federal ETV Facilities Act.

RADIO PRODUCTION: Those planning on attending the special interest session on radio production Friday morning will have the opportunity to hear Mr. Will Lewis, Director of Broadcasting at WBUR, Boston, discuss some of the techniques and ideas adaptable to various kinds of stations.

COLLOCATION SERVICE: For those interested in position or personnel availabilities, a special booth will be open under the supervision of Mr. Roy Johnston of the University of Miami. By means of a card system, registrants will be able to contact each other concerning these matters. We will have more details on this later, but we particularly urge those seeking staff members to contact this service as soon as possible after arrival. The service is free.

WEATHER REPORT: If you are selecting your wardrobe for the trip to Memphis, you might like to know that the weather will probably be mild. Sixty-seven degrees is the normal high for the city on April 1st; normal low is 46 degrees, with an average temperature of fifty-seven degrees on that date.

INTERCONNECTION: Along with the previously announced participants in the inter-connection session, Messrs. Witherspoon, Press and Berenson, the panel will include Mr. John Hamblen, Director of Computer Sciences Project, SREB; and Mr. Gerard Appy, Director of Field Services for NET.

ADVANCE REGISTRATION: An extra copy of the advance Registration and Reservation form is enclosed. May we remind you of the $1.50 saving to those who put their checks in the mail by March 15, and encourage everyone to register in advance for the conference, if at all possible, so that we may better plan for your visit.

# # # # # # # #

September 1, 1966

Mr. Frank Rushton, Jr.
P.O. Box 385
Fort Rucker, Alabama 36360

Dear Mr. Rushton:

I want first to apologize for the delay in answering your letter regarding the names of NAEB officers in the Southeastern Region. Unfortunately, your letter only now reached my desk after circulating among several departments for almost a month.

I hope we are not too late in informing you that Mrs. Marjorie Newman, Program Director of WFSU-FM at Florida State University, is Chairman of the Region II Council. For your information, the Region II Conference has been scheduled for March 2-4, 1967, at the Robert Mayer Hotel in Jacksonville, Florida. In the event that you wish to contact Mrs. Newman, she may be reached at Florida State at 116 Music Building, Tallahassee, Florida 32306.

Again my apologies for our delay. If there is anything further with which we can provide you, please do let me know.

Thank you.

Sincerely,

Sondra Olson
Membership Associate

Mr. N. II—

Would you like me to write him in your name, giving him the information he is requesting?

Sandy

Region 2 Coord Mar-2-4

Robert Mayer Hotel Jacksonville Fla.

Region II Council

M. Newman is Chairman Fla

Nat Rittenberger W. Bkrsburg

FRANK RUSHTON, JR.
P. O. BOX 385
FORT RUCKER, ALABAMA 36360

26 July 1966

National Association of Educational Broadcasters
1346 Connecticut Avenue N. W.
Washington, D. C.

Dear Sirs:

With the opening of the U. S. Army Aviation School closed-circuit television system, several NAEB members have been added to our staff. Current travel restrictions prevent participation in national NAEB conferences and conventions, but the Regional Division of NAEB, covering the Southeastern United States, appears to be a practical solution to our desire to participate in professional meetings and seminars.

Would you please send a list of the officers and their addresses for the Southeastern Region of the NAEB so that we may contact them?

Sincerely,

FRANK RUSHTON, JR
Ed TV Prod Spec

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
SOUTHERN AREA CONFERENCE SPONSORED BY REGION II NAEB

March 31-April 2, 1966
Holiday Inn - Rivermont
Memphis, Tennessee

TENTATIVE PROGRAM

THURSDAY, MARCH 31

1:00-7:30	Registration	
2:00-5:00	Special Interest Session	
	Engineering	: Chairman-Ronald B. Stewart, Chief Engineer, Kentucky ETV Authority.
	"2500 Megacycle Systems"	: Speaker-William Kessler, Consulting Engineer, Professor of Electrical Engineering, University of Florida.
	"What's New at NAB"	: Speaker-Alan MacIntyre, Director of Engineering, University of North Carolina.
	"Helical Scan Recorders"	: Speaker-Tom Sheally, Chief Engineer, WMFE-TV, Orlando, Florida.
4:00-5:00	Special Interest Session	
	Engineering & Production	: Chairman -Ronald B. Stewart, Chief Engineer, Kentucky ETV Authority.
	"Production vs. Engineering"	: Speaker-James Harris, Director of Division of Instructional Services, Eastern Kentucky State College.
	(Best Two of Three Falls)	: Speaker-Rowland Medler, Chief of Engineering, University of Florida.
5:45-7:15	Social Hour Buffet	: Courtesy of RCA
7:30-9:00	FIRST GENERAL SESSION	
	Presiding	: Mrs. Marjorie Newman, Regional Director, Radio Division, NAEB. Conference Chairman.
	Keynote Address "The South ÷ Broadcasting = Educational Progress"	: The Honorable Frank G. Clement Governor of the State of Tennessee

FRIDAY, APRIL 1

8:30-12:00 Registration

8:45-10:15 SECOND GENERAL SESSION

Presiding	: Roy Johnston, Regional Director, Instructional Division, NAEB.
"Legislation and Broadcasting"	: Speaker-Phillip H. DesMarais, Deputy Assistant Secretary of Health, Education and Welfare, for Education
	: Questionning Panel- Dr. Richard H. Bell, Executive Director, Instructional Division, NAEB, and Acting Director, Individual Member Division, NAEB. Chalmers H. Marquis, Jr., Executive Director, ETS Division, NAEB. Jerrold Sandler, Executive Director, National Educational Radio, NAEB.

10:30-12:00 Concurrent Special Interest Sessions

Management	: Chairman-R.LeRoy Lastinger, General Manager, WEDU-TV, Tampa.
Radio Production	: Chairman-Mrs.Marjorie Newman, Regional Director, Radio Division, NAEB.
Studio Teaching	: Chairman-Paul W. Welliver, Studio Teacher, WUNC-TV, Greensboro.
TV Production	: Chairman-Charles deLoache, Producer-Director, S.Carolina ETV Center.
Business Session	

12:15-1:30 Division Luncheons

ETS Division	: Presiding-H.Holt Riddleberger, Region II ETS Representative. Report- Chalmers H.Marquis, Jr., Executive Director, ETS Division, NAEB.
Instructional Division	: Presiding-Roy J.Johnston, Regional Director, Instructional Division, NAEB. Report-Dr.Richard H. Bell, Executive Director, Instructional Division, NAEB.
Radio Division	: Presiding-Mrs.Marjorie Newman, Regional Director, Radio Division, NAEB. Report-Jerrold Sandler, Executive Director, National Educational Radio.

1:45-3:15 Concurrent Special Interest Sessions

Facilities and Equipment	: Chairman-Ronald Stewart, Chief Engineer, State of Kentucky ETV Authority.

1:45-3:15 Concurrent Special Interest Sessions (Continued)

Graphics	: Chairman-Bud Hailey, Art Director, WCVE-TV, Richmond, Virginia.
Promotion	: Chairman-Louis Peneguy, Director, Program Coordinator and Public Information, Alabama ETV Commission.
Utilization-Classroom Teachers	: Chairman-Mrs. Oneida P. Carpenter, Director of ETV, Pensacola Junior College, Pensacola, Florida.

3:30-5:00 THIRD GENERAL SESSION

Interconnection : Presiding-H.Holt Riddleberger, Region II ETS Representative, NAEB.
Discussion Leader, John Witherspoon, Director, Educational Communications System Project, NAEB.
Panel-O. Leonard Press, Executive Director, Kentucky Authority for Educational Television, Lexington.
Bertram Berenson, Chairman of the Department of Architecture, Hampton Institute, Hampton, Virginia.
Representatives of:
National Educational Television, Inc.
Southern Regional Education Board.

8:00- Concurrent Special Interest Sessions

Listening Session Radio Productions	: Chairman-Dr. Kenneth D.Wright, Director of Broadcasting, University of Tennessee, Knoxville.
Viewing Session Regional TV Production	: Chairman-H.Holt Riddleberger, Region II ETS Representative, NAEB, WEDU-TV.

SATURDAY, APRIL 2

9:00-10:00 Division Business Meetings

Individual Member Division	: Presiding-W.Harry Durham, Regional Director, Individual Member Division, NAEB.
Radio Division	: Presiding-Mrs.Marjorie Newman, Regional Director, Radio Division, NAEB.

9:30-11:45 Special Interest Session

ETS Program Service Preview of Available Series	: Chairman-David Leonard, Director, ETS Program Service, NAEB.

SATURDAY, APRIL 2 (Continued)

10:15-11:45	Special Interest Session	
	Listening Session Radio Productions	: Chairman-Dr. Kenneth D.Wright, Director of Broadcasting, University of Tennessee.
1:30-3:00	Concurrent Special Interest Sessions	
	Community Development (Funding)	: Chairman-H.Holt Riddleberger, Region II ETS Representative.
	Research and Development	: Chairman-Roy J.Johnston, Regional Director, Instructional Division, NAEB. Speaker-Vernon Bronson, Director of Research and Development, NAEB.
	Television Production	: Chairman-Robert Frierson, Producer-Director, S.Carolina ETV Center.
3:15-4:45	FINAL GENERAL SESSION	
	Presiding	: W.Harry Durham, Regional Director, Individual Member Division, NAEB.
	Presidential Report	: William G. Harley, NAEB President.
	NAEB Division Reports	: Jerrold Sandler, Executive Director, National Educational Radio. Dr.Richard Bell, Executive Director, Instructional Division, and Acting Director, Individual Member Division. Chalmers H.Marquis, Jr., Executive Director, ETS Division.
	NAEB Personnel Bureau	: Dr. Frederick Brietenfeld, Jr., Associate Director, ETS Division., NAEB.
6:00-7:30	Social Hour	: Courtesy of Memphis' Commercial Television Stations.
7:30-9:00	Banquet	
9:00	Adjournment	

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THE SOUTH + BROADCASTING =
EDUCATIONAL PROGRESS
NAEB SOUTHERN AREA CONFERENCE
March 31 - April 2 1966
Memphis, Tennessee

Region II

2-10-66 - 1

SOUTHERN AREA CONFERENCE

The Region II Council of NAEB is rapidly completing plans for the 1966 Conference to be held in Memphis March 31 through April 2. Because of the interest evidenced by neighboring Regions, the meeting is being designed as The Southern Area Conference, sponsored by Region II, and invitations are being sent to our colleagues in nearby Southern states.

KEYNOTE SPEAKER

We are pleased to announce that our keynote speaker will be Governor Frank G. Clement of Tennessee. Governor Clement is known for his interest in educational broadcasting, as indicated by the state's progress in this area during his service as governor from 1953 to 1959, and with the development of Tennessee's ETV network during his current administration.

CONFERENCE FACILITIES

We are also pleased to inform you that the Conference will be held at the Holiday Inn-Rivermont. Originally constructed as a private club and hotel, the Rivermont overlooks the Mississippi, and is just a few minutes from downtown Memphis. The club was purchased recently by the Holiday Inns, resulting in a considerable reduction in room rates for our meeting. Enclosed is a brochure describing the building's facilities and accommodations.

1967 CONFERENCE SITE

It is not too early to begin some planning for our 1967 Conference, and those interested in hosting next year's meeting are asked to send their proposals to the chairman of the Site Selection Committee, Mr. Edward Herp, manager of WFSU-TV in Tallahassee, Florida. Invitations should be received in Tallahassee by March 25, so that they may be considered at the March 31st Conference. Also serving on the Site Committee are Mr. John Haney of the Georgia ETV Network in Atlanta, and Mr. John Young, manager of WUNC-TV at Chapel Hill.

REGISTRATION AND RESERVATION

We have also enclosed a combination Registration and Reservation Form for the 1966 Conference which we hope you will complete and return to the undersigned at your earliest convenience. An accurate and early registration for the meeting would greatly aid the Conference Committee in making your visit as informative and enjoyable as possible. Of course, you may separate the Registration and Reservation forms and send them in at different times, if you find this more convenient.

Howard D. Holst

Howard D. Holst
NAEB Region II
WKNO-TV
Memphis

Region II

JAMES ETHERIDGE
E-TV AND PUBLIC AFFAIRS CONSULTANT
903 WASHINGTON STREET
TALLAHASSEE, FLORIDA 32303

OCT. 4, 1965

COPY

MR. HAROLD E. HILL, VICE PRESIDENT
NAEB
WASHINGTON

DEAR HAROLD:

I COULDN'T AGREE MORE WITH YOUR AND THE STAFF'S RECOMMENDATION THAT REGIONAL CONFERENCES (OR REGION CONFERENCES) BE BROADENED TO INCLUDE ATTENDANCE AND PARTICIPATION BY NAEBERS FROM NEARBY STATES HAVING COMMON INTERESTS.

HOWEVER, MY INQUIRIES TO STATES NEAR MEMPHIS, TENN., WHERE THE NEXT REGION TWO CONFERENCE IS SCHEDULED TO BE HELD, HAVE BROUGHT EITHER NO RESPONSE OR THE REPLY THAT "WE HAVE ALREADY SET THE DATE FOR OUR OWN REGION CONFERENCE AND DOUBT IF WE WOULD HAVE TIME OR INTEREST IN ANOTHER".

NEVERTHELESS, YOU MAY SURE THAT THE REGION TWO COUNCIL WILL BE GLAD TO INVITE ALL NAEBERS IN NEIGHBORING STATES ANYWAY.

I HAVE ALSO INQUIRED OF SREB, WITH NO RESPONSE YET, WITH RESPECT TO WHETHER THAT AGENCY WOULD BE INTERESTED IN A JOINT-SPONSORSHIP, IN ATLANTA, OF THE REGULAR ANNUAL REGION TWO CONFERENCES, IF SOME ARRANGEMENT MUTUALLY SATISFACTORY CAN BE WORKED OUT. I UNDERSTAND THAT IT WAS SUGGESTED, AND CONCURRED IN BY MANY, AT THE LAST REGION TWO CONFERENCE THAT SOME SUCH CENTRAL PLACE AS ATLANTA BE SETTLED UPON AS THE ANNUAL MEETING PLACE, WITH ONLY RARE DEPARTURES FOR SPECIAL REASONS.

THE ORGANIZATIONAL MEETING OF THE REGION TWO COUNCIL WILL BE HELD WHEN WE ARE IN WASHINGTON AT THE CONVENTION, AND I HOPE YOUR BUSY TIME WILL PERMIT YOU TO BE WITH US FOR A FEW MINUTES. I'LL BE IN TOUCH.

MAY I THANK MARY LYNN FOR HER USUAL PROMPTNESS AND HELPFULNESS IN ARRANGING A MEETING ROOM.

SINCERELY,

Thank you, Mary Lynn.

Jim E.

JIM ETHERIDGE

COPY

JPE/HS

PS: BEING UNABLE TO REMEMBER WHETHER OR NOT MY DUES ARE CURRENT, I AM ENCLOSING $10 HEREWITH TO ASSURE BY INDIVIDUAL MEMBERSHIP!

Mike - Etc Region II

JAMES ETHERIDGE
E-TV AND PUBLIC AFFAIRS CONSULTANT
903 WASHINGTON STREET
TALLAHASSEE, FLORIDA 32303

AUGUST 18, 1965

MRS. MARJORIE NEWMAN
WFSU-FM
THE FLORIDA STATE UNIVERSITY
TALLAHASSEE, FLA.

DEAR MARJORIE:

THANK YOU FOR YOUR REACTION TO MY INQUIRIES ABOUT THE 1966 REGION TWO CONFERENCE. I HOPE THAT YOU, ROY JOHNSTON, HOLT RIDDLEBERGER AND I (WE'VE LOST JAMES PETERSEN TO OHIO UNIVERSITY) CAN GET TOGETHER DURING SEPTEMBER FOR PRELIMINERY REGIONAL COUNCIL COMMITTEE MEETING BEFORE FULL SESSION AT NAEB CONVENTION IN WASHINGTON.

THOSE WHO WOULD ENCOURAGE "AREA CONFERENCES" DO NOT MEAN TO DOWNGRADE REGIONAL CONFERENCES. AS YOU NO DOUBT KNOW, SOME REGIONS DO NOT HOLD ANNUAL CONFERENCES AND OTHERS, GIVEN THE OPPORTUNITY AND THE FINANCING FOR SOME SPECIAL NATIONAL-APPEAL SESSION, WILL COMBINE THEIR REGIONAL CONFERENCES WITH OBJECTIVES HAVING A BROADER APPEAL, INCLUDING MEMBERS IN AREAS NEAR THE CONFERENCE SITE. OUR NATIONAL BOARD NEEDS TO DO SOME DISCUSSING AND COORDINATION OF CONFERENCE DATES TO AVOID TOO MANY MEETINGS AND TOO MUCH DUPLICATION. THIS NEED NOT HAVE ANY EFFECT ON OUR REGION TWO 1966 CONFERENCE -- IN WHICH, INCIDENTALLY, REGION THREE IS NOT INTERESTED BECAUSE IT HAS ALREADY SET ITS DATE FOR MARCH 24-26.

WE ARE COUNTING ON YOUR GOOD PROGRAM-COORDINATING IDEAS ON THE "REGIONAL COUNCIL" WHICH IS THE NAME THAT THE CONSTITUTION SAYS OUR "EXECUTIVE OR STEERING COMMITTEE", ESTABLISHED AT WILLIAMSBURG, MUST HAVE. I'M GOING TO TRY TO CALL YOU AND THE OTHER MEMBERS OF THE "COUNCIL" TOGETHER BEFORE TOO LONG -- AS SOON AS WE CAN GET ETS TO FORMALLY DESIGNATE HOLT RIDDLEBERGER (REPORTEDLY SATISFACTORY TO THEM) AS THE ETS REGION TWO COUNCIL MEMBER.

LOOKING FORWARD ALWAYS TO WORKING WITH YOU.

SINCERELY,

JIM ETHERIDGE

JPE/HS

MCM- Title Region II

WUNC-TV , *Channel 4*

THE UNIVERSITY OF NORTH CAROLINA

University of North Carolina in CHAPEL HILL , *North Carolina State College of Agriculture and Engineering in* RALEIGH , *The Woman's College in* GREENSBORO

JOHN YOUNG
Director of Television

CHAPEL HILL

April 1, 1965

Mr. Harold E. Hill
Vice President
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, D. C.

Dear Harold:

Thank you for your letter of March 31st, I think! But seriously, I'm sorry that we took the action we did with respect to the television representative - if I was going to conduct the election, I should have read the Constitution and By-Laws first.

In any event, as you note, it is a matter for Messrs. Etheridge, Johnston, Petersen and Mrs. Newman to resolve. I'll send them copies of this letter as a way of saying that if I can help I'll be glad to but will otherwise assume that they, of course, will take whatever action is needed within the region.

With best wishes,

Sincerely,

John

John Young

JY/af
cc: James Etheridge
Roy Johnston
James Petersen
Marjorie Newman

Mtg. File Region II

JAMES ETHERIDGE
E-TV AND PUBLIC AFFAIRS CONSULTANT
903 WASHINGTON STREET
TALLAHASSEE, FLORIDA 32303

7 April 1965

Mr. Harold Hill, Administrative Vice President
National Association of Educational Broadcasters
DuPont Circle Building
Washington 36, D. C.

Dear Harold:

Thank you for your letter advising that the entire Region II is illegitimate -- in action taken at the Williamsburg Conference to set up something of an "Executive Committee".

First, this is a recommendation for which I -- not John Young or anyone else -- was responsible. John simply presented my recommendation.

Secondly, I did not have in mind an organizational set-up of the formal nature for which the NAEB Constitution and By-Laws provide -- though, of course, there's no reason why it should not be made formal and in full accord with NAEB Constitutional law.

While my wife's serious illness is quite extended, you may be sure that I will, at the earliest appropriate time, gather with all Region II officials involved and move to comply in every respect with the type of organization called for, and by bulletin notify all Region II members that we are indeed "legit". We will also confirm site and Conference Chairman for 1966.

I look forward with pleasure as always to seeing you and Bill and all colleagues in Columbus May 31, if not sooner.

Thank you, and best personal regards always.

Sincerely,

Jim Etheridge

James Etheridge

JE/mcl

cc: Mr. John Young, Mrs. Marjorie Newman, Mr. Hugh DeSamper, Mr. Roy Johnston, Mr. Jim Petersen, Mr. William Harley, Mr. Holt Riddleberger, Mr. Howard Holst, Mr. William Galbreath

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Region II Conference
Williamsburg, Virginia
March 19-21, 1965

Tentative Program

FRIDAY, MARCH 19

10:00 a.m. - 6:00 p.m. Registration, Conference Center East Gallery

11:00 a.m. Meeting, Conference Committee, Room G-1, Lower Level

2:00 p.m. First General Session — Virginia Room
Presiding: John Young, Director of Television, WUNC-TV, Chapel Hill, N. C. - Conference Chairman
Welcome: Donald J. Gonzales, Vice President, Director of Public Relations, Colonial Williamsburg
Program Review: James W. Sawyer, College of William and Mary
Keynote Address: "Respectability in Broadcasting" Harold Essex, President and General Manager, WSJS-TV, Winston-Salem, N. C.

3:30 p.m. Meetings of N.A.E.B. Divisions

Radio: — Room G-2, Lower Level
Presiding: Marjorie Newman, WFSU-TV, Tallahassee, Fla., Director for Radio Division, N.A.E.B.
Reports: Jerrold E. Sandler, Executive Director, N.E.R.
John Witherspoon, Project Director, E.C.S.

Television Stations: — Room A, Main Level
Presiding: Howard Holst, Managing Director, WKNO-TV, Memphis, Tenn.
Reports: Chalmers Marquis, Executive Director, E.T.S. on "Station Interconnection"; "Program Practices"; "Labor"; and "Federal Legislation."
Lee Franks, Director, Georgia ETV Network, on "State Commissions" and "2500 Megacycle Service."
R. Lynn Kalmbach, Director, South Carolina ETV Network, on "CATV."
John Young, Director of Television, WUNC-TV, on "Status of the Copyright Legislation."

Instructional: — Tidewater Room, Lodge
Presiding: Roy J. Johnston, Communications Center, University of Miami, Coral Gables

FRIDAY, MARCH 19 (cont'd)

3:30 p.m. Individual Members: Room G-1, Lower Level
Presiding: James Etheridge, Jr., Florida ETV Commission

Report: Vernon Bronson, Executive Director, Individual Members Division, N.A.E.B. Headquarters

Institutional Affiliates: Room H, Lower Level
Presiding: James Petersen, Florida Atlantic University

5:00 p.m. TV Station Managers and Engineers Room A, Main Level
Presiding: Lee Franks, Director, Georgia ETV Network
Subject: "Station Interconnection"

6:30 p.m. N.A.E.B. Reception North Gallery
Courtesy of Adler Electronics, Inc. (Educational Systems Div.) and Sarkes-Tarzian, Inc., Broadcast Equipment Division.

7:30 p.m. Plantation Dinner Virginia Room
Presiding: Hugh DeSamper, Colonial Williamsburg
Entertainment: Tayler Vrooman, Colonial Williamsburg

9:30 - 11 p.m. Closed Circuit Program Viewing and Discussion
North Ballroom, Lower Level
Presiding: Randolph Brent, WHRO-TV, Norfolk, Va.

* * * * * * * *

SATURDAY, MARCH 20

8:30 a.m. - 12 Noon Registration in East Gallery

9:00 a.m. Second General Session Tidewater Room
N.A.E.B. Business Meeting
Presiding: James Etheridge, Jr., Individual Member Director
Reports: William G. Harley, President, N.A.E.B.
Howard Holst, Chairman, Site Selection Committee
James Etheridge, Jr., Recommendations for Broadening Region II Leadership

10:15 a.m. Coffee Break

10:30 a.m. Special Interest Group Meetings
"New Dimensions in Radio Programming" Room G-1
Presiding: Kenneth D. Wright, University of Tennessee
"The Studio Teacher and The Classroom Teacher" Tidewater Room
Presiding: Betty Smith, N. C. Dept. of Public Instruction
"FCC Applications" Room A
Presiding: Samuel Saady, Chief of Television Section, F.C.C.

12:30 p.m. N.A.E.B. Luncheon Virginia Room

SATURDAY, MARCH 20 (cont'd)

2:30 p.m. Special Interest Group Meetings

"Academic Freedon in Broadcasting" Room A
Moderator: Marjorie Newman, Director, Radio Division
Panel: Guy Friddell, Norfolk Virginian-Pilot
David R. Ohlbaum, Deputy General Counsel, F.C.C.
George L. Hall, Director of Television, North Carolina State of the U. N. C.

Engineering Session Tidewater Room
Presiding: Alan B. MacIntyre, Director of Engineering, WUNC-TV
Topics: (1) Personnel Standards for ETV Technical Staffs
(2) 2500 Mc Service - Equipment and Performance
(3) Helical Scan and Other Recorders
(4) N.A.B. Preview
(5) Microwave Systems
(6) The Genesis Project

Television Management Meeting

4:00 p.m. Special Interest Group Meetings

"Documentary Films of Quality" Room E, Lower Level
Consultant: John A. Haldi, Program Director, WBNS-TV, Columbus, Ohio
"Copyright and Music Clearance" Room A
Engineering Session continued Tidewater Room

The dinner hour and evening are free to permit you to dine in the colonial taverns and visit other activities of Colonial Williamsburg.

7:30 - 11:00 p.m. - Closed Circuit Program Viewing and Discussion
Room D-E, Lower Level
Presiding: Randolph Brent, General Manager, WHRO-TV

SUNDAY, MARCH 21

9:00 a.m. Hunt Board Breakfast Virginia Room

Summary Session
Presiding: John Young, Conference Chairman
Topics: "What's Happening in Radio"
"What's Happening in Television"
"What's Happening in Engineering"
"What's Happening in Instruction"
Concluding Conference Report by James Etheridge, Jr.

10:30 a.m. Adjournment

WUNC-TV , *Channel 4*

THE UNIVERSITY OF NORTH CAROLINA

University of North Carolina in CHAPEL HILL , *North Carolina State College of Agriculture and Engineering in* RALEIGH , *The Woman's College in* GREENSBORO

JOHN YOUNG
Director of Television

CHAPEL HILL

March 23, 1965

Mr. Harold E. Hill
Executive Vice President
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington, D. C.

Dear Harold:

I'm sorry you could not be with us in Williamsburg. I think it is fair to say that the sessions were very meaningful, and we had very good attendance considering the distance from many sections of our Region. We played musical chairs with the various meeting rooms, making changes at the drop of a hat. This resulted from the fact that Hugh DeSamper could not predetermine the probable attendance at the various sessions, held as they were in rooms varying widely in size.

Two actions were taken in which you might be interested. Jim Etheridge proposed in absentia that the base of leadership for the Region be broadened. Earlier Region II had determined that the director for the individual member division would be the nominal head of the Region. (This action was taken as an expedient measure following the reorganization of NAEB.) In Williamsburg a resolution was unanimously adopted creating a Region II Executive Committee composed of 1) any national Director of any division who resides in Region II; 2) an elected regional director for any division which does not have a national director living in Region II; 3) the conference chairman for the next regional conference, to be selected by the committee. The resolution as it passed incorporated the idea that the Executive Committee would elect its own chairman. No terms of office were specified in the resolution as it passed.

An election was held by the television membership, and Holt Riddleberger was elected as Region II Television Director (Regional Director). Therefore, Jim Etheridge (Individual), Roy Johnston (Instructional), Marjorie Newman (Radio), Jim Petersen (Institutional), and Holt Riddleberger (Television) comprise the new Region II Executive Committee.

The other action I mentioned is not really an action at all - it is a matter left quite indefinite. It concerns the site selection for the next Region II meeting.

Howard Holst, chairman of the site selection committee, could not attend the meeting, and Leonard Press reported for him. The site tentatively suggested was Memphis, but no date was set. (The idea of checking with national headquarters before setting a date was firmly implanted.) Later in the meeting, Len Press asked for a straw vote indicating reaction to holding each meeting in some very central city, such as Atlanta. This suggestion did not seem to be well taken, and Len said he would "keep the matter under advisement". Incidentally, Graydon Ausmus had suggested to me that every other annual meeting be held in a centrally located city, which suggestion I passed along to Len Press.

Hugh DeSamper did an excellent job as chairman of the Host Committee, including Jim Sawyer of William and Mary, Randy Brent of WHRO-TV, and Bill Spiller of WCVE-TV. I wish you could have been there with us.

With best wishes,

Sincerely,

John Young
Conference Chairman

JY/af
cc: Mr. James Etheridge
Mr. Roy Johnston
Mrs. Marjorie Newman
Mr. James Petersen
Mr. Holt Riddleberger
Mr. William Harley
Mr. Jerry Sandler
Mr. Chalmers Marquis

WUNC-TV , *Channel 4*

THE UNIVERSITY OF NORTH CAROLINA

University of North Carolina in CHAPEL HILL , *North Carolina State College of Agriculture and Engineering in* RALEIGH , *The Woman's College in* GREENSBORO

JOHN YOUNG
Director of Television

March 23, 1965

CHAPEL HILL

Mr. James Etheridge, Jr.
Executive Secretary
Florida ETV Commission
303 Dodd Hall
Florida State University
Tallahassee, Florida 32306

COPY

Dear Jim:

I think the happiest news of the Williamsburg Conference was the report on Sunday morning from Bill Gilbreth that your good wife has finally begun to respond favorably to treatment. We thought of you many times throughout the conference, and you continually had our best wishes. Of course we missed you, and I know you regretted not having been there. It was a most pleasant conference - the Williamsburg Conference Center is an excellent place to meet, and Hugh DeSamper and his Host Committee did a very fine job. The shifting of rooms became something of a joke but really didn't interfere with the content of the meeting at all. We had plenty of meeting rooms that varied widely in size from auditorium types to small conference table rooms. Hugh DeSamper could not judge just how many would attend each session, and we frequently found that we needed to swap or change rooms as the attendance at the varying sessions could be more accurately predicted. The information you mailed to us was distributed and proved quite helpful. We presented your proposal for broadening the base of leadership, and it was unanimously adopted. Holt Riddleberger was elected as Regional Television Director, and so it seems as though the fate of Region II is closely tied up with the citrus crop - all five of our regional directors are Floridians. I suggested that the directors hold a meeting in Williamsburg, but this didn't prove practical, and so the new executive committee has never formally met. Perhaps that's just as well and will give you an opportunity to meet with them in Florida. It would certainly seem appropriate to me for you to call a meeting. I shall enclose a copy of a letter I'm sending Harold Hill reporting on the situation.

Thank you for your telegram. The flowers could express only to a limited degree our real concern. Now a few random comments. Betty Smith planned excellent sessions for the instructional division. I heard comments to this effect

from all sides. The same is true with Alan MacIntyre and the engineers. I think the general morale and rapport increased notably in these two groups. The television meetings were extremely helpful, but this is true only because Chuck Marquis literally took them over. He had many meaningful reports to make - so many, in fact, that we had to reschedule other meetings to include them all. Marjorie Newman's radio meetings were very well planned and very well executed. I'm afraid the attendance at some of her sessions was hurt by the occasional schedule changes that seemed prudent at the time they were made. I regret that I missed getting a report from Jim Petersen about his sessions.

Finally, one personal note if I may, I enjoyed working with the session immensely. If there was any major error, it was the delayed distribution of the program schedule. However, I can say in all honesty that so many events developed right on the scene at the conference that I am confident we could not have adhered to any predetermined schedule unless we simply did so blindly and doggedly against better judgment. I appreciate your appointing me as conference chairman and look forward to working with you again.

With best wishes,

Sincerely,

JY

John Young
Conference Chairman

JY/af
cc: Mr. Harold E. Hill

MEMO

Mike Hale Region II

TO: Region II NAEB Friends

FROM: Jim Etheridge, Individual Member Director, Region II, NAEB Jim Etheridge

SUBJECT: Planning-Conferences for Region II Meeting, Williamsburg

I am deeply grateful to all of you who attended the first planning session in Washington -- and to those of you who very much wanted to attend but were unable to rearrange your commitments on the short notice I had to give.

I am sure that you join in my gratitude, also, to John Young for accepting the General Chairmanship of the Region II Conference to be held at Colonial Williamsburg, Virginia, March 19-21, 1965. I have asked him to appoint whatever Conference committees that he and our Virginia hosts deem necessary for planning, promoting, and programming and conducting the Conference.

In addition to my geographical remoteness from the intriguing site of the Conference, my personal plans are so uncertain that I could be of only limited help to our good Virginia hosts -- who, by the way, are arranging unusual events which will be extremely attractive to Region II members, colleagues and families.

While I plan to submit to the Williamsburg Conference certain recommendations relating to Region II organizational structure, it is necessary now that a SITE SELECTION COMMITTEE for the 1966 Conference begin considering -- or seeking, if necessary -- invitations for the site of the 1966 Conference. I earnestly hope that the following will accept appointment to this SITE SELECTION COMMITTEE:

Name	Address
Mr. Howard Holst, CHAIRMAN	WKNO-TV, Memphis, Tennessee
Mr. L. O. Press, VICE-CHAIRMAN	2580 Millbrook Drive Lexington, Kentucky
Mr. Duff Browne	130 Sixth Street, N. W. Atlanta, Georgia
Miss Dona Lee Davenport	1510 Exeter Road Charlotte, North Carolina
Mr. James Petersen	Florida Atlantic University Boca Raton, Florida

We will look forward to a specific recommendation from them for Region II members to vote on at the Williamsburg Conference.

My deepest thanks to all of you.

PS--It would be nice if each of us could sign up two or three new Individual Members of NAEB, wouldn't it? Three blanks enclosed!!

John Young, Director of Television, WUNC, University System of North Carolina, has been appointed General Chairman of the Region II NAEB Conference to be held at Colonial Williamsburg, Virginia, March 19-21, 1965.

At the request of James Etheridge, Jr., Executive Director, Florida ETV Commission, Tallahassee, national Individual Member Director of Region II, Young will appoint such Conference Committees as he deems necessary and, with Hugh DeSamper of Colonial Williamsburg and co-hosts, will be in general charge of the annual Region II sessions.

Etheridge said that he and other national directors in the region "will assist Mr. Young and his Committees in any way that he wishes."

Prior to the re-structuring of NAEB, the Region II Conference adopted a motion designating the new Region II Individual Member Division director, whomever elected, to be Chairman of the Region II Conference. Later, Etheridge was elected to the national Board and thus became "interim chairman" of Region II.

"I hope the first business session of the Williamsburg Conference will consider broadening the leadership of, and participation in, Region II activities -- enlisting representatives of all Divisions of NAEB and of special fields of interest, perhaps as a Region II Executive Committee which would elect the Region II Chairman," Etheridge said.

"In addition to the service of other Divisions' national directors in Region II, I earnestly hope that increased participation by engineers and all technical personnel, by producers-directors, and by "TV teachers" -- both studio teachers AND classroom teachers -- can be vigorously promoted," Etheridge added. He offered his assistance toward these objectives.

"I am deeply grateful to Mr. Young for acceding to my plea that he be General Chairman of the Williamsburg Conference sessions, and I am sure his able leadership will be supported by the full cooperation of everyone on whom he calls," Etheridge said.

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Kale - Region II

FLORIDA EDUCATIONAL TELEVISION COMMISSION

308 Dodd Hall, Florida State University — Telephone 224-9465

TALLAHASSEE, FLORIDA 32306

Members

GLENN MARSHALL, JR., Chairman
CHARLES I. BABCOCK, JR., Vice-Chairman
STAN WITWER, Secretary
JUDSON FREEMAN
MYRON R. BLEE
JAMES L. WATTENBARGER
WM. J. WOODHAM, JR.

5 November 1964

JAMES ETHERIDGE, JR.
Executive Secretary

MEMO

TO: Mr. William Harley
Mr. Harold Hill
Mr. James Fellows ✓
Mr. Vernon Bronson

FROM: Jim Etheridge Jim Etheridge by mcd

SUBJECT: Region II Conference-Planning Committee Meeting

Half or more of those listed at the bottom of this Memo have agreed to try to meet in NAEB offices in Washington at about 9:30 AM, Monday, November 16, for the purpose of planning all details of the Annual Region II Conference to be held at Williamsburg next March 19-21.

As I mentioned to some of you in Austin, we will greatly appreciate it if you could provide us with a meeting room, preferably one with a phone, for a period from about 9:30 AM to near mid-afternoon---though I hope we might be able to finish our conference-planning work before then.

Certainly we will greatly appreciate it if, in your busy work schedule, it can be arranged for one or more of you good national staffers to be with us for a substantial part of this planning session.

With the Region II Treasury containing only about $130 turned over to me by Gerry Appy, and with the NAEB budget listing only $200 for assistance to all regional conferences, I wonder if it might be possible for the Region II Conference to be held in connection with some NAEB clinic, workshop or conference for which some financial assistance may be available? We will deeply appreciate your consideration of this if it is at all possible. Since the Region II Conference is to be held relatively close to active metropolitan ETV aresa in other regions, it is our hope that we can have considerable inter-regional participation.

Thank you for the always first-rate job you are doing for NAEB and educational television.

Looking forward with pleasure to seeing you in Washington with our committee on Monday, November 16.

cc: Mr. John Young
Mr. Hugh DeSamper
Mr. Howard Holst
Mr. James Petersen
Mrs. Marjorie Newman
Mr. Roy Johnston
Mr. Gerard Appy
Mr. Ken Wright
Mr. John Hawes
Miss Betty Smith
Mr. Duff Browne

FILE - REGION II

PARTICIPANTS IN THE NAEB REGION II CONFERENCE
April 9, 10, 11, 1964
Columbia, S. C.

William E. Abel, 607 Buckingham Drive, Montgomery 11, Ala. (USAF)

Gerard Appy, WGTV, Georgia Center, Univ. of Ga., Athens, Ga. (WGTV)

Richard B. Armfield, Jr., Consolidated Eng. Office, WUNC-TV, Chapel Hill, N. C. (N. C. ETV Network)

Larry Atkins, 5925 Peachtree Rd., NE, Chamblee, Ga. (3 M Co. - Magnetic Products Div.)

John M. Barnes, Box 470, Rock Hill, S. C.

Frank D. Benson, 3376 Peachtree Rd., NE, Atlanta, Ga. (Ampex Corp.)

Hill Bermont, c/o Georgia Center, Athens, Ga. (WGTV, Univ. of Ga.)

Frank E. Blodgett, ETV Dept., Auburn Univ., Auburn, Ala. (ETV Dept. - Auburn Univ.)

Bob Bolton, 5925 Peachtree Ind. Blvd., Chamblee, Ga. (3 M Co. - Magnetic Products Div.)

Tom F. Bost, Jr., 1330 W. Peachtree Rd., Atlanta, Ga. (General Electric Co.)

Glenn Brackin, 916 Lakeview Drive, Auburn, Ala. (ETV - Auburn Univ.)

Charles Braswell, WUNC-TV, Univ. of N. C., Chapel Hill, N. C. (WUNC-TV)

Randolph Brent, 5200 Hampton Boulevard, Norfolk, Va. (WHRO-TV)

Miss Kay Brown, Box 8021, Univ. of Miami, Coral Gables, Florida (Univ. of Miami)

Paul Bunker, 1900 Barnwell St., Columbia, South Carolina (Dixie Radio Supply Co.)

Don L. Burgess, ETV Dept., Auburn University, Auburn, Ala. (ETV Dept.)

James P. Burns, Clemson College, Clemson, S. C. (Clemson College)

Everett Chaffie, Los Angeles City Schools, 450 N. Grand Ave., Los Angeles, California (Los Angeles City Schools)

J. M. Comer, Jr., 1330 W. Peachtree St. N.W., Atlanta, Ga. (General Electric Co.)

Lt. Col. Thomas R. Cook, Jr., AIAOS, Box 2132, Maxwell AFB, Ala. (Director, ETV - Maxwell AFB)

T. W. Cowan, Jr., 740 Bismark Rd., NE, Atlanta, Ga. (WETV - WABE)

Mrs. Eloise J. Cowand, 735 Pembroke Ave., Norfolk, Va. (Norfolk City Schools)

E. Ashley Dawes, WUNC-TV, Greensboro, N. C. (Univ. of N. C.)

Hugh DeSamper, Colonial Williamsburg, Inc., Box C, Williamsburg, Va. (Colonial Williamsburg)

Miss Dona Lee Davenport, Director, Radio-TV, Charlotte-Mecklenburg Schools, 720 East Fourth Street, Charlotte, N. C. (Station WTVI)

Gene Drogos, WUNC-TV, Univ. of N. C., Chapel Hill, N. C. (WUNC-TV)

J. A. Durham, 6871 Data St. Pensacola, Fla. (Pensacola Jr. College)

Ray F. Ellis, 908 S. 20th Street, Tampa, Fla. (Fla. West Coast ETV, Inc.)

James P. Etheridge, Jr. Florida ETV Commission, 303 Dodd Hall, FSU Campus, Tallahassee, Fla. (Florida ETV Commission)

Donley F. Feddersen, WUFT-TV, Gainesville, Fla. (Univ. of Fla.)

James A. Fellows, 1346 Connecticut Ave., NW, Washington, D.C. (National Assoc. of Educational Broadcasters)

Cuyler P. Fields, Box G, Winthrop College, Rock Hill, S. C. (Winthrop College)

John Fiske, Box 8021, Univ. of Miami, Coral Gables, Fla. (Univ. of Miami)

Roy Flynn, Winthrop College, Rock Hill, S. C. (Winthrop College)

Duane Franceschi, 202 Dodd Hall, Florida State Univ., Tallahassee, Fla. (WFSU-TV/FM)

Lee E. Franks, 10 Columbus Circle, New York, New York (National Educational Television)

Mrs. Mary Anne Franklin, 809 East Marshall St. Richmond 19, Va. (Richmond Public Schools)

Robert Fredrickson, Television Education, Room 482, Education Building, Raleigh, N. C. (N. C. State Dept. of Public Instruction)

Dr. Lawrence T. Frymire, FCC, Washington, D.C. (FCC Chief, Educational Broadcasting Branch)

Lynn E. Giese, 330 Carlton Terrace, Athens, Ga. (WGTV - Univ. of Ga.)

Gerald E. Godfrey, 129 Cindy Lane, Birmingham 14, Ala. (Birmingham Area ETV Studio)

Mrs. Mary P. Gordon, Television Education, Room 482, Education Building, Raleigh, N.C. (N. C. State Dept. of Public Instruction)

Luther R. Gower, 603 Owen Building, Columbia, S. C. (Southern Bell Tel, and Tel. Co.)

Paul Grady, III, Box 8021, University of Miami, Coral Gables, Fla. (Univ. of Miami)

Robert W. Grimes, 2326 Broadmoor Place, Gulfport, Miss. (WUTC-TV - Keesler AFB)

Robert H. Hallowell, III, 1 LeFevre Lane, New Rochelle, N. Y. (Adler Educational Systems)

Frank R. Hamlett, Jr., 106 High Point Dr., Pensacola, Fla. (Pensacola Junior College)

John R. Haney, WUFT-TV, University of Fla., Gainesville, Fla. (WUFT-TV)

Mrs. John R. Haney, 308 SW 40th Terrace, Gainesville, Fla.

John R. B. Hawes, Jr., Television Education, Room 482, Education Building, Raleigh, N. C. (North Carolina State Dept. of Public Instruction)

James R. Herd, 2420 SW 34th Ave., Miami, Fla. (WTHS-TV, Channel 2)

Edward L. Herp, 202 Dodd Hall, Fla. State Univ., Tallahassee, Fla. (WFSU-TV/FM)

Harold E. Hill, 1346 Connecticut Ave. Washington, D.C. (Vice President, NAEB)

L. L. Hinton, 612 W. Lane St. Raleigh, N. C. (Minnesota Mining and Mfg. Co.)

Nelson Hitchcock, WXGA, Box 61, Waycross, Ga. (WXGA-TV, Univ. of Ga.)

Chester R. Imes, WETV, 740 Bixmark Road, NE, Atlanta, Ga. (WETV - Atlanta Board of ETV)

Roy J. Johnston, Box 8021, Univ. of Miami, Coral Gables, Fla. (Univ. of Miami)

Mr. and Mrs. Wendell W. Johnson, 821 South Gay, Auburn, Ala. (Auburn ETV)

Dan Joiner, 518 N. Florida, Deland, Fla. (Stetson Univ.)

Wendell D. Jones, ETV Department, Auburn University, Auburn, Ala. (Auburn ETV Network)

Lewis W. Kendrick, Chief, Television Center, Building 1402, Maxwell AF Base, Ala. (Air University, USAF)

Melvin E. Knight, P. O. Box X, University, Alabama (Broadcasting Services of the University of Alabama)

W. R. Knight, Jr., 1718 Hurt Building Box 2211, Atlanta 1, Georgia

Roger W. Koonce, WUNC-TV, Chapel Hill, North Carolina (University of North Carolina)

H. L. Lackey, 801 Owen Building, Columbia, S. C. (Southern Bell Tel. & Tel. Co.)

C. Wesley Lambert, 234 Stadium, Univ. of Florida, Gainesville, Florida (WUFT-TV)

Emmett Langley, 447 Bull Street, Savannah, Georgia (WVAN-TV)

R. LeRoy Lastinger, WEDU, 908 S. 20th St., Tampa, Fla. 33605 (Fla. West Coast ETV, Inc.)

Owen M. Lee, Jr. 908 S. 20th Street, Tampa, Fla., 33605 (Fla. West Coast ETV, Inc.)

E. R. Lowder, 1900 Barnwell St., Columbia, S. C. (Dixie Radio Supply Co.)

Marion Lowry, 712 SW 13th Street, Ft. Lauderdale, Fla. (Broward County Board of Public Instruction)

Mr. Alan B. MacIntyre, WUNC-TV, Chapel Hill, North Carolina 27515, Consolidated Engineering Office (WUNC-TV & N. C. ETV Network)

John D. Mandelbaum, 4313 Knox Road, College Park, Maryland 20740 (Graduate student University of Maryland)

David W. Marxer, P. O. Box 1101, University, Alabama (Broadcasting Services, University of Alabama (Ala. ETV Network)

William G. Mitchell, 704 Seagle Bldg., Gainesville, Florida (Asst. Dean, Division of Radio & Television, Florida Institute for Continuing University Studies)

Ron Mullanix, Box X, University, Alabama (Broadcasting Services, University of Alabama)

Andrew R. McMaster, P. O. Box 6188 - Acklen Station, Nashville, Tennessee 37212 (WDCN-TV)

Mrs. Marjorie Newman, 116 Music Building, Florida State University, Tallahassee, Fla. (WFSU-FM - Program Director)

A. Edward Ooghe, Jr., 809 East Marshall Street, Richmond 19, Virginia (Richmond Public Schools)

Laura E. Owens, 723 N. Atlantic Ave., Daytona Beach, Florida (East Williston (Long Island) N. Y. Schools)

Miss Iola Parker, Television Education, Room 482, Education Building, Raleigh, N. C. (North Carolina State Department of Public Instruction)

J. Edward Penn, Rt. 1, Box 35A, Auburn, Alabama (Educational Television Department, Auburn University)

John S. Peterson, Box 642, Memphis State University, Memphis, Tennessee (WKNO-TV, Production Manager)

David E. Platts, 6605 Fifth Ave., North, St. Petersburg, Florida 33710 (Radio-Television Department, St. Petersburg Junior College)

A. Gordon Reel, P. O. Box 6188-Acklen Station, Nashville, Tennessee 37212 (WDCN-TV Producer-Director)

Harrison H. Riddleberger, 908 S. 20th Street, Tampa, Fla. 33605, WEDU (Florida West Coast ETV, Inc.)

Mr. Jim Rogers, WVAN, Pembroke, Georgia

Mrs. Mary Rogers, 480 Ridge Road, Birmingham, Alabama 35206 (Birmingham Area ETV)

Marge Rodgers, WVAN-TV, Pembroke, Georgia

Rosalind Roulston, Box 2784 East Carolina College, Greenville, North Carolina (East Carolina College, WWWS - AM - FM)

Nancy Russell-Tutty, Lexington, Kentucky

Ronald Russell-Tutty, Kentucky Authority for Educational Television, Medical Center, University of Kentucky, Lexington, Kentucky (Kentucky Authority for Educational Television)

Jerrold Sandler, 1346 Connecticut Ave. NW, Washington D. C. 20036 (NAEB)

J. D. Saumenig, 1830 Pendleton St., Columbia, S. C. (S. C. Broadcasters Association)

James W. Sawyer, College of William and Mary, Williamsburg, Virginia - Department of Theater and Speech (College of William and Mary)

Miss Caroline Scuitti, Division of Communication Services, Box 8021, University of Miami, Coral Gables, Florida 33124 (University of Miami)

William E. Scott, WETV 740 Bismark Road, NE, Atlanta, Georgia 30324 (WETV Atlanta Board of Education Television)

Robert L. Shepherd, P. O. Box 6188 - Acklen Station, Nashville, Tennessee 37212 (WDCN-TV)

Grady Skelton, 526 Plester Ave., Atlanta, Georgia (Electronic Equipment Inc.)

Mrs. Lucy Smith, 740 Bismark Road, NE, Atlanta, Georgia (WETV)

Miss Christine Smith, 1200 West Beach, Biloxi, Mississippi (Keesler AFB, Miss.)

Mrs. Mary Howard Smith, Southern Regional Education Board, 130 Sixth Street, NW Atlanta 13, Georgia (S.R.E.B.)

E. Fred Steele, 439 E. Samford, Auburn, Alabama (Educational Television Dept., Auburn University)

Ronald Stewart, Lexington, Kentucky (Kentucky Authority for ETV)

G. V. Strickland, 330-795 Peachtree Street, Atlanta, Georgia (Sou. Bell Tel. & Tel. Co.)

Joseph E. Stuckey, Box X, University, Alabama (Broadcasting Services, Univ. of Alabama)

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Mrs. Ruth D. Thomas, P. O. Box 5497, Columbia, S. C. (S.C. ETV Center)

Joe Toher, 1900 Barnwell St., Columbia, S. C. (Dixie Radio)

Jerry Tiemann, 2712 Millwood Avenue, Columbia, S. C. (S. C. ETV Center)

Kary L. Tilley, P. O. Box 6188 - Acklen Station, Nashville, Tennessee 37212 (WDCN-TV)

Miss Jane Tuggle, 740 Bismark Rd. NE, Atlanta, Georgia 30824 (WETV)

Robert E. Tyler, 78 Cherokee Road, Tuscaloosa, Alabama (Birmingham Area ETV-University of Alabama)

Miss Evelyn Walker, 744 Euclid Ave., Birmingham, Alabama, 35233 (Birmingham Area Educational Television)

Harold Walker, 318 Green Street, Rock Hill, S. C.

John Wallace, WUNC-TV, University of North Carolina, Chapel Hill, N. C. (WUNC-TV)

Wesley H. Wallace, Department of Radio, Television, & Motion Pictures, University of North Carolina, Chapel Hill, N. C.

Robert E. Ware, Educational Television Dept., Auburn University, Auburn, Alabama

Grace J. Waters, 5200 Hampton Blvd., Norfolk, Virginia 23508 (Hampton Roads Educational TV Association)

Edward Wegener, Educational TV Department, Auburn University, Auburn, Alabama (Auburn University)

Ted Wheeler, 2712 Millwood Avenue, Columbia, S. C. (S. C. ETV Center)

Ronald White, 3897 Washington Ave., Gulfport, Mississippi (TV Branch, Keesler Air Force Base)

Lt. Col. Evan E. Williams, Box 2101 AI & AOS, Maxwell AFB, Alabama (Maxwell AFB, Ala.)

Col. Robert E. Wood, Chief of Educational Television, Hdq. USAF, AFPTRD, Washington, D.C. (Headquarters USAF)

Dr. Harry M. Wright, 1170 Sherman Ave., Bronx 59, New York, N. Y. (NYC School System)

John Young, WUNC-TV, Chapel Hill, N. C. (WUNC-TV)

Mr. Howard D. Yund, 10 - 30th Street, Gulfport, Mississippi (Keesler AFB)

John W. Bystrom, Dept. of Health, Education and Welfare, Washington 25, D. C.

Mrs. Harold E. Hill, 5500 Sanger Ave., Apt. 122, Alexandria, Virginia (NAEB)

Mr. J. R. Trotter, P. O. Box 1013, Columbia, S. C. (Kline Iron & Steel Co.)

Nubar Donoyan, Atlanta, Georgia (Sarkes Tarzian)

Lynn Greeloy, 314 Manning, Charlotte, North Carolina (G. E.)

Frank R. Leins, 1010 Shoreham Bldg., Washington, D. C. (Dage Television Co.)

FILE - REG II

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

REGION II CONFERENCE

APRIL 9-11, 1964

COLUMBIA, S.C.

REGISTRATION

HOTEL WADE HAMPTON
(Foyer)

Thursday, April 9	Friday, April 10
9:30 a.m –1:30 p.m.	9:00 a.m.–1:30 p.m.
4:30 p.m.–7:30 p.m.	2:30 p.m.–5:00 p.m.

EXHIBITORS

Adler (Educational Systems Division)
Ampex Corporation
Dage Television Company
Dixie Radio Supply Company, Inc.
General Electric Company
Minnesota Mining and Manufacturing Company
Radio Corporation of America
Sarkes Tarzian, Inc.
Southern Bell (in South Carolina)
Storer Programs, Inc.

EXHIBITS OPEN

Thursday, April 9	Friday, April 10
10:00 a.m.–12:00 noon	10:00 a.m.–12:00 noon
2:30 p.m.–3:00 p.m.	5:00 p.m.–6:30 p.m.
5:00 p.m.–6:30 p.m.	8:00 p.m.–9:30 p.m.

TOURS

S. C. ETV CENTER
Thursday, April 9 and Friday, April 10
(10:00 a.m.–12:00 noon)
Busses leave hotel – 10:00 a.m., 10:30 a.m., and 11:00 a.m. (each day)

THE LADIES – "FESTIVAL OF FLOWERS"
Friday, April 10 – 2:30 p.m. - 5:30 p.m.

(All Busses Leave Via The Gervais Street Entrance)

Program

Thursday, April 9

FIRST GENERAL SESSION
(Part I)

1:15 p.m. - 2:30 p.m. ..... Ballrooms 2 and 3

PRESIDING: Gerard L. Appy

WELCOME: R. Lynn Kalmbach

GREETINGS: The Honorable Lester L. Bates
Mayor of Columbia, South Carolina

The South Carolina Educational Television Center
Presents
"Columbia — A Capital Tour"

(Part II)

"Who merits being called a **real professional** in Educational Broadcasting?"

Six recipes for professionalism by six who came to Educational Broadcasting from differing backgrounds.

SPEAKERS: George E. Bair, H. H. Riddleberger, Ron Mullanix, Fred Rebman, Hugh DeSamper, Hill Bermont

CONFERENCE REMARKS AND ANNOUNCEMENTS

CONFERENCE SESSIONS (No. 1)

3:00 p.m. - 5:00 p.m. ..... Forest Room

RADIO

THEME: *"The New Radio Era"*

TOPIC: The function of radio on the University campus:
THE EDUCATIONAL COMMUNICATIONS SYSTEM

PRESIDING: Gerrold Sandler

RECORDER: Hugh DeSamper

TELEVISION

Closed-Circuit Program Viewing and Discussion

INSTRUCTIONAL PROGRAMS: (Channel 2)
John Young
Ballroom 3
Millwood Room
Palmetto Room

GENERAL AUDIENCE PROGRAMS: (Channel 5)
Howard Holst
Santee Room
Legion Room
Executive Room

EXHIBITS — OFFICIAL OPENING

5:30 p.m. - 6:30 p.m.

BANQUET

7:00 p.m. - 9:00 p.m. ..... Ballroom 1

PRESIDING:	Roy J. Johnston
INTRODUCTION:	George E. Bair
SPEAKER:	(Fr.) Hugh Michael Beahan Diocesan Director (WXTO-FM) Grand Rapids, Michigan
TITLE:	*"It Helps To Be a Little Crazy!"*

CONFERENCE SESSIONS (No. 2)

9:00 p.m. - 11:00 p.m.

RADIO AND TELEVISION

(Continuation of afternoon session)

Friday, April 10

NAEB DIVISION MEETINGS

9:00 a.m. - 9:30 a.m.

EDUCATIONAL STATIONS	Millwood Room
INSTRUCTIONAL DIVISION	Palmetto Room
INDIVIDUAL MEMBER DIVISION	Legion Room
RADIO DIVISION	Forest Room

PROBLEM AND OPPORTUNITY SESSIONS

9:30 a.m. - 12:30 p.m.

PRODUCTION OF ITV — Executive Room
- Don Trapp, Consultant
- Paul Grady, Associate Consultant and Recorder

TEACHING VIA TV:
STUDIO AND CLASSROOM — Ballroom 2
- Mary Ann Franklin, Consultant
- A. Edward Ooghe, Jr., Associate Consultant
- Ruth Sheehan, Associate Consultant and Recorder

ENGINEERING — Palmetto Room
- Alan MacIntyre, Consultant
- W. J. Kessler, Associate Consultant
- James Rodgers, Associate Consultant and Recorder

BROADCAST STATION ADMINISTRATION AND FINANCE — Ballroom 3
- LeRoy Lastinger, Consultant
- Ray Ellis, Associate Consultant

THE FEDERAL ETV FACILITIES PROGRAM — Legion Room
- John Bystrom, Consultant
- Gerard Appy, Consultant
- R. Lynn Kalmbach, Consultant

RADIO — Forest Room
Roland Russell-Tutty, Consultant
Hugh DeSamper, Associate Consultant
Rosalind Roulston, Associate Consultant and Recorder

THE ALLOCATIONS PICTURE — Santee Room
James Fellows, Consultant

BENEFITS OF NAEB MEMBERSHIP — Millwood Room
Harold Hill, Consultant

LUNCHEON

1:00 p.m. - 2:30 p.m. ..... Ballroom 1

PRESIDING: Gerard L. Appy

INTRODUCTION: G. Richard Shafto, President
The Broadcasting Company of the South

SPEAKER: Kenneth A. Cox, Commissioner
Federal Communications Commission

CONFERENCE SESSIONS (No. 3)

3:00 p.m. - 5:00 p.m. ..... Forest Room

RADIO

THEME: *"The New Radio Era"*

TOPIC: Redefinition of the Role of Instructional Radio

PRESIDING: Lillian Lee

RECORDER: Donald Upham

TELEVISION

Closed-Circuit Program Viewing and Discussion

INSTRUCTIONAL PROGRAMS: (Channel 2)
John Young
— Ballroom 3, Millwood Room, Palmetto Room

GENERAL AUDIENCE PROGRAMS: (Channel 5)
Howard Holst
— Santee Room, Legion Room, Executive Room

HOSPITALITY HOUR

6:30 p.m. - 7:30 p.m. ..... Ballroom 1

evening free

Saturday, April 11

NAEB BREAKFAST

8:00 a.m. - 9:00 a.m. ..... Ballroom 1

PRESIDING: Marjorie Newman

NAEB DIVISION MEETINGS

9:00 a.m. - 9:30 a.m.

Educational Stations	Millwood Room
Instructional Division	Palmetto Room
Individual Member Division	Legion Room
Radio Division	Forest Room

"SPECIAL INTEREST" SUMMARY CONFERENCES

9:30 a.m. - 10:30 a.m.

ITV Producers and Directors Odell Skinner, Consultant	Legion Room
Studio and Classroom Teachers Mary Ann Franklin, Consultant	Palmetto Room
Engineering Alan MacIntyre, Consultant	Millwood Room
Radio Rosalind Roulston, Consultant	Forest Room

SECOND GENERAL SESSION

10:45 a.m. - 12:30 p.m. ..... Ballrooms 2 and 3

Presiding: James Etheridge, Jr.

Reports and Recommendation:
Region Committees
"Special Interest"
Summary Conferences
NAEB Region II Divisions

Closing Remarks and Announcements

Adjournment

NAEB

President	William Harley
Executive Vice President	Howard Hill

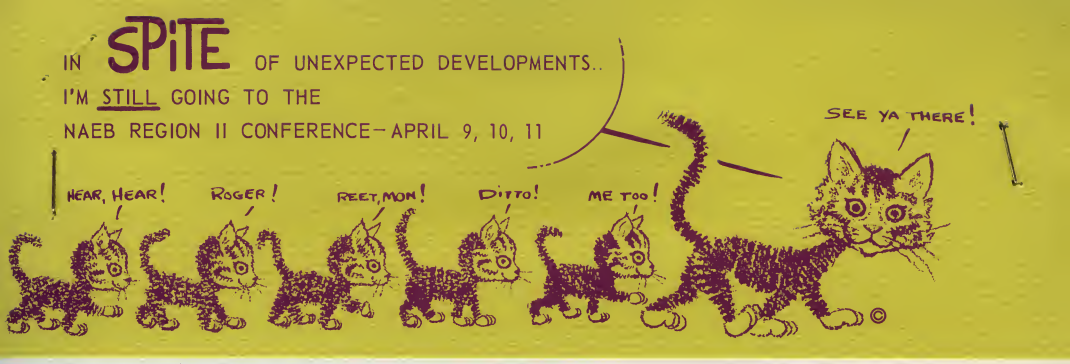
NAEB REGION II DIRECTORS

Individual Membership	James Etheridge, Jr.
Instructional	Roy Johnston
Television	Gerard Appy
Radio	Marjorie Newman

Conference Host ..... R. Lynn Kalmbach

Conference Coordinator ..... Arch Lugenbeel

Special note of thanks to Southern Bell (in South Carolina) for all courtesies and cooperation to this conference.



NAEB REGION II CONFERENCE

April 9-10-11, 1964
Hotel Wade Hampton
Columbia, South Carolina

Thursday, April 9

9:00-12:00	REGISTRATION	Second Floor Foyer
10:00-12:00	EXHIBITS OPEN	
10:00-12:00	SOUTH CAROLINA ETV TOURS	
1:15- 1:45	OPENING SESSION	Ballroom # 3

Greetings from the Mayor (The Honorable Lester L. Bates)

Announcements

South Carolina ETV Presentation

1:45- 2:45 GENERAL SESSION # 1

"Who Merits Being Called a Real Professional in ETV?"
Presiding - Gerald Appy, Director, Television Division, Region II

3:00- 5:30 CONFERENCE SESSIONS

Radio
The Function of Radio on the University Campus

Television
Closed Circuit Viewing (# 1)
(a) Instructional Programs
(b) General Audience Programs

5:30- 6:30 OFFICIAL OPENING OF EXHIBITS

7:00- 9:00 BANQUET — Ballroom # 1

Speaker: Father Hugh Michael Beahan
Diocesan Director (WXTO-FM)
Grand Rapids, Michigan
(WXTO - "The Center Aisle on Your FM Dial")

9:00-11:00 CLOSED CIRCUIT VIEWING (# 2)

Friday, April 10

9:00- 9:30 NAEB DIVISION MEETINGS — Ballroom # 3

Television	- Jerry Appy
Radio	- Marjorie Newman
Instructional	- Roy Johnson
Individual Membership	- Jim Ethridge

9:30-12:30 PROBLEM SESSIONS - (Individual and Group Meetings)

"What's Your Problem? Like Specifically!"

Radio	- (Not Available At This Time)
Production of ITV	- Mr. Odell Skinner, Consultant
Teaching Via TV: Studio and Classroom	- Mrs. Mary Ann Franklin, Consultant
Engineering	- Mr. Allan McIntyre, Consultant
Broadcast Station Administration and Finance	- Mr. George Dooley, Consultant
Federal ETV Facilities Program	- (Not Available At This Time)
Allocations Picture	- Mr. V. Bronson, Consultant

10:00-12:00 SOUTH CAROLINA ETV TOURS

1:00- 2:30 LUNCHEON — Ballroom # 2

Speaker: Kenneth Cox, Commissioner FCC

3:00- 5:00 LADIES - "FESTIVAL OF FLOWERS TOUR"

3:00- 5:30 CONFERENCE SESSIONS

Radio
Redefinition of the Role of Instructional Radio

Television
Closed Circuit Viewing (# 3)

5:30- 6:30 EXHIBITS OPEN

6:30 COCKTAIL PARTY Ballroom # 1

8:30- 9:30 EXHIBITS OPEN

Free Evening

Saturday, April 11

8:00 BREAKFAST Ballroom # 1

Presiding - Mrs. Marjorie Newman
Director, Radio Division, Region II

9:00- 9:30 NAEB DIVISION MEETINGS Ballroom # 3

Television	- Jerry Appy
Radio	- Marjorie Newman
Instructional	- Roy Johnson
Individual Membership	- Jim Ethridge

9:30-10:30 "SPECIAL INTEREST" SUMMARY CONFERENCE

ITV Producers and Directors - Mr. Odell Skinner, Consultant

Studio and Classroom Teachers - Mrs. Mary Ann Franklin, Consultant

Engineering - Mr. Allan McIntyre, Consultant

Radio - (Not Available At This Time)

10:45-12:30 GENERAL SESSION # 2 Ballroom # 3

Presiding - James Ethridge
Director, Individual Member Division, Region II

12:30 ADJOURNMENT

Ede - Region II

Charlotte-Mecklenburg Schools

ADMINISTRATIVE OFFICES
720 EAST FOURTH STREET
CHARLOTTE, NORTH CAROLINA 28202

A. CRAIG PHILLIPS
SUPERINTENDENT

WILLIAM C. SELF
ASSOCIATE SUPERINTENDENT

EDUCATIONAL TELEVISION

Wrote her a note suggesting 2/25/64 CLDO Johnston

February 18, 1964

Mr. Roy J. Johnston, Director
Miami University
Division of Communication Services
Coral Gables, 46, Florida

Dear Roy;

It was good to talk with you yesterday. I appreciate your taking time to call and discuss the forthcoming Region II meeting. Your plans sound like we are well on the way to another worthwhile, well-organized meeting that Region II has come to be famous for holding.

In connection with our discussion about the in-school instructional portions of the meeting, I am enclosing the names and addresses of several people who would be excellent resource persons. I have seen all of them in positions of leadership at meetings and they would all do a top-notch job for us. Each has had good background and experience in developing, planning, producing, and coordinating instructional programming in schools. All four are good, and I would recommend them in the order in which they are listed.

I hope in the promotion for the meeting that you will list several areas of discussion within the instructional framework. In that way school people will be encouraged to attend the meeting with their emphasis on the instructional sessions particularly. I want a number of our people to attend, especially since I will have to attend the management-finance meetings and can't be in both places at once.

I would like to talk with you more about the possibilities of our holding an instructional television conference in Region II in the fall. Since you are as aware as I am of the need for this type of meeting closer to home (instead of always in the mid-west), this would be an excellent opportunity for us to bring our people closer together, and also add to our region's growing prestige in the organization.

As I told you on the phone, I think we should consider the problems of accessibility, as well as the operations and programming, when we talk about possible locations. Urbana and Missouri are cases in point of the problems of accessibility.

After studying a map and the Eastern Airline flight schedules, it looks like we would have several good possibilities:

Atlanta is the most easily reached of the large cities in the region. It has the advantage of having three school systems, Atlanta City, Fulton and DeKalb Counties, using ETV through the facilities of WETV. The state of Georgia is developing an ETV network. The SREB Office is there and could be helpful in the planning and development of the meeting.

Tallahassee is also easily reached by three flights from Atlanta on Eastern each day. Since FSU, and the Florida ETV Commission office are there, and there is a lot of good being done in the state as a part of the network efforts, this would be a good location.

Miami is easily reached, but awfully far down in the state and thus about as far removed from the rest of the region as we could get. There is a lot of good being done there, and plenty of experienced people (including Mr. Bronson) nearby who would be valuable participants at a meeting of this type. But I still question the distance.

Well, we can think about the location and who knows, maybe some group will be interested enough to want to volunteer. We can plant some seeds for this at Columbia (S.C.).

We ought to be thinking too about who we should ask to be on the programs. I haven't heard anyone yet who was as to-the-point and inspirational as Charles Siepmann. He is expensive, though, and maybe enough people have heard him in the past that he would be considered old-hat. Have we got any money for this sort of thing? If so, maybe we can bring in people from out of the region, from the West and places like Hagerstown, etc. There must be lots of good people, and the NAEB leadership in Washington can help us in the location of the right ones.

You know, another thought. . . we might even hold the meeting right in Washington, and then people from the whole eastern seaboard could attend. Certainly we would profit from a sharing with the Yankees! Do we want a large mass meeting, or a small conference? Which would be most effective and most beneficial for all? When you are at the meeting in Missouri, why don't you make some mental notes about the problems, successes, and so on about the conference. . . this would be a good point of departure for our planning.

Well, this is a long enough letter for two. . . but I wanted to get it off while it was fresh in my mind. Let's hope I never get to the Jerry Appy stage of seven pages! tsk! tsk! And I thought it was gals who were wordy!

Incidentally, thanks for asking me to lead the meeting on instruction. I appreciate the compliment and if I felt it was really something I could do with effectiveness, I sure would. But, as I told you on the phone, we are hardly in a position right now to be telling others how, and why, and when to do ETV in schools. That would be the

blind leading the blind, and hardly befitting the NAEB, as you so wisely agreed.

Thanks for the call. Let me hear from you when plans for the meeting are completed. If I can be of further help, let me know.

Cordially yours,

Dona Lee

(Miss) Dona Lee Davenport
Director of Radio and TV

d

cc Harold Hill

Suggested persons for Instruction Meeting

Mrs. Marion Lowry, Coordinator of ETV
Board of Public Instruction, Broward County
1320 S. W. 4th Street, Ft. Lauderdale, Fla.

Mrs. Mary Anne Franklin, TV Consultant
Richmond Public Schools
809 East Marshall Street, Richmond 19, Va.

Miss Evelyn Walker, ETV Producer-Coordinator
Birmingham Area ETV Studio
720 S. 20th Street, Birmingham, Alabama

Mrs. Grace Waters, Director of ETV
Norfolk City Schools, TV Center
735 Pembroke Avenue, Norfolk 7, Va.

This is a start in the direction I think you would like us to go . . . Yes? D

How do you like my invisible ink?

Region II

4/21/64

MLM

Dear Mary Lynn,

In going through the NL file for April ~~xxxx~~ 1963 the other day, I came across these. It occurred to me that HEH used to keep a file on regional meetings etc. - and the reports from same. If he still does, perhaps these should go in there, as perhaps the only existing record of what was done at the region II meet last year.

If he doesn't, or if you already have a report, please throw away.

Enjoyed Jim's note. He'll become a railfan yet. If the current weather here continues, next time he can come to the Midwest by ship--right through Ohio, Indiana, etc. You should've seen Dotty yesterday morning, poor gal. She took one look at the basement, where there was about 4, 5, or 6 inches of water, and she took off shoes and socks and waded in to save the brochures, letterheads, etc. We lost some but not all that much. And we thought this basement was SAFE. It was supposed to be the other one that leaked. However, it's understandable When I drove home yesterday, all the sewers were making like fountains. One of the main streets here, Neil, is a main U.S. highway, and it was closed yesterday morning...Lake Neil, it was called. Some guy who runs a boating goods store on the street was out giving free boat rides etc.

Bill

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY

COLLEGE OF ARTS AND SCIENCES
DEPARTMENT OF RADIO-TV-FILMS

April 8, 1963

RECEIVED
NAEB – URBANA
AM APR 10 1963 PM
7,8,9,10,11,12,1,2,3,4,5,6

Mrs. Betty McKenzie
NAEB
119 Gregory Hall
Urbana, Illinois

Dear Betty:

This is to report on the Region II meeting in regard to radio. It is my understanding from Jerry Appy that he is sending you a report on the TV sessions separately.

It seemed to me (and I am sending a copy of this letter to Ken Wright with the request that he communicate directly with you if he has any corrections or additions) - it seemed to me that the following were the high points of our day of discussions:

1. Mr. Andreas Pot, touring educational radio stations in this country for Radio Nederlands, sat with us throughout a long day of talk and, when pressed, was good enough to make some excellent observations from a perspective none of us can easily attain. It was his comment that we are overly pessimistic about the quality of what we do and its worth. He also suggested that a great void we could well fill is in news and commentary since it was his view that world news is insufficiently covered in our commercial press.

2. We solved no major problems but we discussed them all at varying lengths - directions, purpose, etc. Some time was devoted to specific problems of station representatives in attendance and I think in that area some value may have been realized by those with questions.

3. A good deal of discussion was given to the proposed Madison seminar. A vote showed that eight of the approximately fifteen station representatives there were at least 50% certain of attending such a meeting in Madison in July or August. The suggestion was made that perhaps it would be better to arrange

such a seminar contiguous to the Institute for Education by Radio-Television in Columbus but a vote showed only five felt they could make it at that time and place. There was a certain amount of enthusiasm for such a meeting tempered with concern over the agenda. The feeling was that it ought to be well planned with papers prepared beforehand and a publication to come out of it.

4. An informal vote indicated that 90% of those in attendance would be willing to contribute as much as $300 in increased dues so that NAEB could provide a comprehensive national service for radio - i.e., personnel to work on improved national programming and on improving and selling a positive image of educational radio to ourselves, to our administrations and to the public at large. It was pointed out, however, that while the money might be available, budgeting it would require some careful preparation in terms of rationale and manner of billing. It was also pointed out that it would also have to be a graduated fee structure.

I hope Ken will write you separately since I am sure his analysis will be excellent. He did a superb job of keeping the discussion live and moving as chairman of the radio sessions.

Most cordially,

O. Leonard Press
Head

OLP/pah

cc: Ken Wright
H. B. McCarty

RECEIVED
NAEB — URBANA
APR 13 1963

SUMMARY OF RADIO DISCUSSIONS
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
REGION II MEETING
TAMPA, FLORIDA, MARCH 29-31, 1963

The radio interest group of the Region II meeting held three meetings during the course of the conference. There were no formal papers presented this year, but rather an informal discussion of a number of problems facing educators who use radio as a means of dissemination.

The first meeting was held from 11:00 to 12:00 A. M. on Friday, March 29. In attendance were O. L. Press, Kenneth Wright, Shirley Ford, Andreas Pot, and Marjorie Newman. This smaller group planned an agenda for the first larger group meeting to be held in the afternoon. It was decided that the major emphasis would be a discussion of periphery considerations incident to the keynote address to be given at noon by Dick Hull. Then each person would be encouraged to pose problems and to seek possible solutions from other participants. The planning meeting adjourned at 12:00 Noon.

The second meeting was held at 2:00 P.M., Kenneth Wright presiding. The luncheon speaker, Dick Hull, was not able to be present, which changed somewhat the agenda which had been planned. In attendance were Kenneth Wright, O. L. Press, Andreas Pot, Marjorie Newman, Hugh DeSamper, Rosalind Rawlston, Graydon Ausmus, Harold Hill, Ben Stewart, Dick Settle, and Clark Weaver.

The discussion settled around the issues of (1) the attitude of educational radio station managers toward their station's importance in the face of television, (2) getting a better share of funds in institutions where television is financed on the same budget, (3) the role of the NAEB in promoting better radio station financing, and (4) encouraging a national meeting to evaluate education by radio sharply, positively, and creatively.

The group was firmly behind a possible effort on the part of the NAEB and the University of Wisconsin to conduct a radio seminar in the summer of 1963. A majority of those present expressed an intention of attending such a seminar if it should be held. Len Press was directed to transmit the enthusiasm of the group to Bill Harley and Harold McCarty.

Considerable time was spent in analyzing with Rosalind Raulston the situation at East North Carolina State College where she has no budget and where the primary function, if not the only function, of the station is to provide an extra-curricular activity for students.

The discussion under issues (1) through (4) given above was spirited but composed of individual opinion too brief and diverse to include in these notes. A consensus showed that the radio leadership seems to be too immersed in television to do an adequate job in radio. Dissenting from this view was Kenneth Wright who heads both radio and television at the University of Tennessee, and who spends more time and energy in radio. But in the places where a television station is being operated, it would appear that radio is a rather poor second best.

Andreas Pot, visitor from Radio Nederlands, commented that the fifteen stations he has visited in this country are operated rather inadequately, especially in programs of news background, radio drama, and faculty talent. A general discussion revealed that a large majority of stations do very little local production, but depend upon the NAEB and other sources for programs. Harold Hill suggested that each station manager look long and reflectively at the many opportunities he has of interpreting the local community through local programs.

It was decided to continue the discussion after the banquet in the evening. The afternoon meeting adjourned at 4:15 P.M.

The third meeting began at 9:00 P. M. and was attended by Kenneth Wright, Len Press, Ron Stewart, Ray Shirley, Shirley Ford, Majorie Newman, Rosalind Raulston, Andreas Pot, Harold Hill, and Mrs. Harold Hill. A letter from Bill Harley was read, indicating that plans are being made to conduct the seminar at Wisconsin, and Len Press agreed to transmit the views of this group to the NAEB and to the University of Wisconsin. Further discussion was held on producing local programs for radio with limited resources, each person expressing personal views that never conflicted with other views but which were so unrelated that there was very little consensus. It was agreed that since several radio people had some obligation to attend television meetings on Saturday morning, there would not be a radio meeting on Saturday.

The third meeting adjourned at 10:00 P. M. Wright, Pot, Newman, Raulston, Ausmus, and Ford continued at the Golden Dragon until 2:00 A.M.

FILE - REGION II

WEDU
CHANNEL
3
HOST
STATION

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS REGION II CONFERENCE

TAMPA, FLORIDA

MARCH 29 and 30
1 9 6 3

NAEB Region II Conference

March 29 - 30, 1963

Program

FRIDAY, MARCH 29

(All Friday events at the International Inn, Tampa)

REGISTRATION
9:00-12:00 A.M. Lobby

LUNCHEON
12:00-1:30 P.M. Crystal Room

CHAIRMAN: O. Leonard Press, Region II Radio Director

SPEAKER: Richard Hull, Chairman of NAEB Board and Director, WOSU, Columbus, Ohio

SUBJECT: "The Role of Educational Radio in the Age of Educational Television"

RADIO CONFERENCE SESSION

11:00-12:00 A.M. and 2:00-5:00 P.M.

CHAIRMAN: Dr. Kenneth Wright, Director of Broadcasting, University of Tennessee.

CONSULTANTS: Graydon Ausmus, University of Alabama, University, Alabama
Haskell Boyter, WETV-TV, Atlanta, Georgia
E. G. Burrows, WUOM, Ann Arbor, Michigan

TELEVISION CONFERENCE SESSIONS ENGINEERING

2:00-5:00 P.M. International Room

CHAIRMAN: William Kessler, Consulting Engineer, Florida ETV Commission, Tallahassee, Florida

CONSULTANTS: James P. Etheridge, Florida ETV Commission, Tallahassee, Florida
Herb Evans, Florida Atlantic University
Edward Graham, University of Georgia Center for Continuing Education

GENERAL AUDIENCE ETV APPEAL

2:00-5:00 P.M. International Room

CHAIRMAN: John Young, Director of TV, WUNC-TV, University of North Carolina, Chapel Hill

CONSULTANTS: Howard Holst, Memphis Community Television Foundation
Frank Martin, Birmingham Area Educational TV Association.
H. H. Riddleberger, WEDU

FORMAL INSTRUCTION

2:00-5:00 P.M. Crystal Meeting Room

CHAIRMAN: R. LeRoy Lastinger, General Manager, WEDU, Tampa,

VICE CHAIRMEN: Eugene Word, Director, In-School Television, WEDU, William Mitchell, Assistant Dean, Division of Radio and Television, Florida Institute for Continuing University Studies

CONSULTANTS: Dr. Kenneth Christensen, WUFT-TV, Gainesville, Florida
Miss Dona Lee Davenport, Charlotte-Mecklenburg Board of Education, North Carolina
George Dooley, Production Director In-School ETV, Miami Public Schools, Miami, Florida
Bob Elton, Birmingham Area ETV Association
George Griffin, Georgia State Department of Education.
R. Lynn Kalmback, South Carolina ETV Center, Columbia, South Carolina

PUBLIC RELATIONS

2:00-5:00 P.M. International Room

CHAIRMAN: Louis Peneguy, Director, Coordination & Information, Alabama ETV Commission, Birmingham

CONSULTANTS: William Fred Fischer, WJCT-TV, Jacksonville, Florida
Miss Shirley Ford, Radio WUOT, Knoxville, Tennessee
Blair MacKenzie, WHRO-TV,
Miss Julia Sadd, WEDU-TV,
Miss Betty Smith, Department of Public Instruction, Raleigh,

SOCIAL HOUR
5:30-6:30 P.M. Pool Side Patio

BANQUET
7:30-9:00 P.M. Crystal Room

CHAIRMAN: Gerard L. Appy, Region II Television Director

SPEAKER: Dr. John T. Caldwell, Chancellor, North Carolina State College, Raleigh, North Carolina

SUBJECT: "The Nature of the Challenge to Educational Television"

SATURDAY, MARCH 30

NAEB PROFESSIONAL ASSOCIATION BREAKFAST

8:00-9:00 A.M. Golden Triangle Room

CHAIRMAN: R. LeRoy Lastinger, General Manager, WEDU, Tampa, Florida

SPEAKERS: William G. Harley, President, NAEB
O. Leonard Press, Region II Radio Director and Vice Chairman, Kentucky Authority for Educational Television
Gerard L. Appy, Region II TV Director and Director of Communications, WETV, Athens, Georgia

RADIO CONFERENCE SESSION

9:30-12:00 A.M.

Caucus of the Whole Radio Interest

CHAIRMAN: Dr. Kenneth Wright

TELEVISION CONFERENCE SESSIONS

9:30-12:00 A.M. WEDU Tampa Studio

CHAIRMAN: William Kessler

CONSULTANTS: Cyril M. Braum, Florida ETV Commission, Tallahassee,
Roland Meddler, WUFT, University of Florida, Gainesville, Florida
Al Renfro, Alabama ETV Commission

GRAPHIC ARTS

9:30-12:00 A.M. WEDU Tampa Studio

CHAIRMAN: Hill Bermont, Director of Production and Programming, WETV, Athens, Georgia

CONSULTANTS: George L. Hall, WUNC-TV, North Carolina State College
Arthur Maynor, Tampa Studio, WEDU-TV
Howard Siegel, St. Petersburg Studio, WEDU-TV

INFORMAL INSTRUCTION

9:30-12:00 A.M. WEDU Tampa Studio

CHAIRMAN: Edward L. Herp, Director, WFSU, Florida State University, Tallahassee

CONSULTANTS: Dr. Frazer Banks, Birmingham Area ETV Association
Bob Elton
George Griffin
Richard Hull
Edward Wegener, Auburn TV, Auburn, Alabama

VOCATIONAL INSTRUCTION

9:30-12:00 A.M. WEDU Tampa Studio

CHAIRMAN: Robert C. Bohan, Chairman, Radio-Television Department, St. Petersburg Junior College

CONSULTANTS: Tom Eden, Auburn University TV, Auburn, Alabama
Edgar Evans, St. Petersburg Jr. College, St. Petersburg, Florida
Dr. John Schwarzwalder, KTCA-TV, St. Paul, Minnesota

Note from the Region II TV Director:

Your former TV Director, Ray Hurlbert, energetically and carefully completed virtually all of the program planning for this Conference before I took office in January. I know you join me in appreciation and in acknowledgment of Ray's leadership from 1959 through 1962. In this period, our Regional Conference has grown rapidly in attendance and in stature.

Gerard Appy

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FLA. AVE.
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WEST SHORE BLVD.
DALE MABRY
BAYSHORE DR.
DAVIS ISLANDS
HILLSBOROUGH BAY
92
TO ST. PETE
MACDILL FIELD USAF
A-INTERNATIONAL INN
B-WEDU CH. 3
C-BUSCH GARDENS
D-TAMPA AIRPORT
E-DOWNTOWN

NAEB President ..... William Harley

Executive Vice President ..... Harold Hill

NAEB REGION II DIRECTORS

Leonard Press, Radio — Gerard Appy, Television

Conference Chairman ..... R. LeRoy Lastinger

Assistant ..... H. H. Riddleberger

DISCUSSION AREA CHAIRMEN

Radio ..... Dr. Kenneth Wright
(University of Tennessee)

Engineering ..... William Kessler,
(Consulting Engineer,
Florida ETV Commission)

General Audience Programming ..... John Young
(Director of Television,
WUNC-TV)

Formal Instruction ..... R. LeRoy Lastinger
(General Manager - WEDU)

Public Relations ..... Louis A. Peneguy,
(Director of Information,
Alabama ETV Commission)

Graphic Arts ..... Hill Bermont,
WGTV, Athens, Georgia)
(Program Director)

Informal Instruction ..... Edward L. Herp
(General Manager,
WFSU, Tallahassee, Florida)

Vocational Instruction ..... Robert C. Bohan
(Director, Radio and Television,
St. Petersburg Junior College)

WEDU
channel 3

EXECUTIVE OFFICE AND TAMPA STUDIOS
908 SOUTH 20th STREET, TAMPA 5, FLORIDA PHONE 248-5751

ST. PETERSBURG STUDIOS
6605 - 5th AVENUE NORTH, ST. PETERSBURG 10, FLORIDA 345-9351

FILE
REGION II

Dear NAEB Region II Member:

Is it cold where you are? Are you shoveling snow? Have you been longing for an opportunity to visit in warmer climes?

Here's your chance for a generous helping of that wonderful sunshine and, at the same time, a stimulating meeting with your fellow workers...the 1963 NAEB Region II Conference to be held at the fabulous International Inn in beautiful Tampa on Florida's Sun Coast. WESTSHORE BLVD @ GRAND CENTRAL

Enclosed you'll find a preliminary program, reservation forms from the International Inn, literature from the Chamber of Commerce to warm the cockles of your heart and attached--a form to send back to us today that you're planning to attend.

We don't need your money--yet, but we do need to know that you are coming. You can pay us the $12 registration fee when you arrive, receiving in exchange therefor three gourmet meals, a rousing hospitality hour, many exciting conference speakers and the opportunity to exchange ideas and information with educational broadcasters from all over the South.

You'll find two forms enclosed: first, your Conference registration to be returned to WEDU; second, your room reservation, to be sent direct to the International Inn. The Inn has established a special conference rate of $9 single, $12 double, including, of course, all pool privileges. What we need to know now is, will you be with us on March 29 and 30? We sincerely hope the answer will be a prompt and resounding YES!

Cordially and sincerely,

R. LeRoy Lastinger
General Manager

H. H. Riddleberger, Director
Programming and Production

Ray Ellis, Manager
Business Affairs

Julia Sadd
Public Relations

RLL:am

LICENSEE: FLORIDA WEST COAST EDUCATIONAL TELEVISION, INC.
NETWORKS: FLORIDA AND NATIONAL EDUCATIONAL TELEVISION

NET

NAEB REGION II CONFERENCE

PRELIMINARY PROGRAM
March 29 - 30, 1963

Regional TV Director - Gerard L. Appy
Regional Radio Director - Leonard Press
Regional Conference Host - R. LeRoy Lastinger

Friday, March 29

(All Friday events at the International Inn, Tampa)

REGISTRATION
9:00 - 12:00 A.M. — Lobby

LUNCHEON
12:00 - 1:30 P.M. — Crystal Room
Speaker: Richard Hull, Director, WOSU, Columbus, Ohio

CONFERENCE SESSIONS
2:00 - 5:00 P.M.
RADIO (2:00 - 3:00 P.M. only)
Chairman: Kenneth Wright, Director of Broadcasting
University of Tennessee

TELEVISION

Engineering
Chairman: William Kessler, Consulting Engineer
Florida ETV Commission

General Audience ETV Appeal
Chairman: John Young, Director of Television
WUNC-TV, University of North Carolina

Formal Instruction
Chairman: R. LeRoy Lastinger, General Manager, WEDU

Public Relations
Chairman: Louis Peneguy, Director of Coordination and Information, Alabama ETV Commission

SOCIAL HOUR
5:30 - 6:30 P.M. — Pool Side Patio

BANQUET
7:30 - 9:00 P.M. — Crystal Room
Speaker: Dr. John T. Caldwell, Chancellor
North Carolina State College
Chapel Hill, North Carolina

Saturday, March 30

NAEB PROFESSIONAL ASSOCIATION BREAKFAST
8:00 - 9:00 A.M. — Golden Triangle Room
Speakers: William G. Harley, President, NAEB
Leonard Press, Chairman, NAEB Radio Board
Gerard Appy, TV Director, Region II NAEB

CONFERENCE SESSIONS — WEDU Tampa Studios
9:30 - 12:00 A.M.

Engineering
Chairman: William Kessler, Consulting Engineer
Florida ETV Commission

Graphic Arts
Chairman: Hill Bermont, Programming and Production Director
WGTV, Athens, Georgia

Informal Instruction
Chairman: Edward L. Herp, Director of Radio and Television
WFSU, Tallahassee, Florida

Vocational Instruction
Chairman: Robert Bohan, Director of Radio-Television
Department, St. Petersburg Junior College

Panel consultants, in addition to those individuals already named above, will include:

Haskell Boyter, WETV-TV, Atlanta, Georgia

Graydon Ausmus, Director of Broadcasting Services
University of Alabama

Robert E. Underwood, Network Manager
NAEB, Urbana, Illinois

E. G. Burrows, WUOM, Ann Arbor, Michigan

Cyril M. Braum, Engineering Consultant
NETRC, Washington, D. C.

James Etheridge, Jr., Executive Secretary
Florida ETV Commission, Tallahassee, Florida

Howard Holst, Memphis Community Television Foundation

Frank Martin, Birmingham Area Educational TV Association

Holt Riddleberger, Director of Programming and Production
WEDU, Tampa, Florida

Arthur Maynor, Art Director, WEDU, Tampa, Florida

Howard Siegel, Art Director, WEDU, St. Petersburg Studios
St. Petersburg, Florida

George Hall, WUNC-TV, Chapel Hill, North Carolina

Jerry Tieman, South Carolina ETV Center

Dr. Kenneth Christensen, WUFT-TV, Gainesville, Florida

R. Lynn Kalmback, South Carolina ETV Center
Columbia, South Carolina

Miss Betty Pilsbury, WEDU-TV, Tampa, Florida

Miss Dona Lee Davenport, WUTV, Charlotte, North Carolina

Bob Elton, Birmingham Area ETV Association

Eugene Word, Director of In-School Television
WEDU-TV, Tampa, Florida

George Griffin, Georgia State Department of Education
Atlanta, Georgia

George Dooley, Production Director, In-School ETV
Miami Public Schools, Miami, Florida

Blair MacKenzie, WHRO-TV, Norfolk, Virginia

Ed Crudup, Georgia State Department of Education
Atlanta, Georgia

Fred Rebman, WJCT, Jacksonville, Florida

Dr. Ed Williams, Alabama State Department of Education
Montgomery, Alabama

Miss Betty Smith, State Department of Education
Raleigh, North Carolina

Dr. Frazer Banks, Birmingham Area ETV Association

Edward Wegener, Auburn TV, Auburn, Alabama

Tom Eden, Auburn TV, Auburn, Alabama

Dr. John Schwarzwalder, KTCA-TV, St. Paul, Minnesota

Edgar Evans, St. Petersburg Junior College

Dr. Robert L. Hilliard, University of North Carolina
Chapel Hill, North Carolina

(Transportation from and return to International Inn will be by special bus.)

Re: NAEB Region II Meeting
Tampa, March 29-30, 1963

February 14, 1963

and Members of Radio Panel (Mar. 29)
Graydon Ausmus
Haskell Boyter
Dick Hull
Ed Sorrows

Mr. Kenneth Wright, Chairman

Dear Ken:

This is to suggest topics which seem to me to need discussing by the radio fraternity at Tampa. I'm sure neither you nor the other members of the panel need such a list but to the extent this may reinforce or contradict your own views of what might usefully be discussed, it may be of some help. If you will distill an agenda from these and your own ideas, Ken, and from suggestions from the other members of the panel, which I hereby request they send you, I think we will have more than we can handle both Friday afternoon and Saturday morning. In order to provide every opportunity for informal as well as formal discussion, I'll be sending out a notice shortly, as I indicated to you, setting a place for early arrivals to get together Friday morning to talk radio. I plan also a post-banquet get-together about which more later.

I intend for the Saturday morning group to comprise a caucus of the whole for the purpose of making some specific long range plans and recommendations. It would help to have soundings on these matters from your Friday session. By "these matters", I have in mind:

WORKSHOPS

The need for workshops in production, in music, in programming, in financing, in promotion, in program sources and program exchange. It is a tired thing to say, but there is not enough time at these quickie regionals. The question that needs settling is how we do this: by extending the length of the regional meeting? perhaps by scheduling it at [illegible] and holding it in a resort area? or by scheduling these workshops individually as Region III did in the case of music?

GUIDELINES FOR EDUCATIONAL BROADCASTING

This, it seems to me, is an essential need. I'm not one for defining things unless they really need it but it seems to me educational radio does need it now.

Educational radio has flown by the seat of its pants for a good many years and it will be in trouble if it ever gets so organized and systematized and categorized that it is void of inspiration. But now that we are in the limelight, albeit a limelight prismatically reflected through an ETV lens, it is important that our inspiration fall within a framework of defined purpose.

Educational radio is many things, possibly more things than ETV. But, perhaps because we have never sustained the buffeting that presently perplexes ETV, we have never drawn boundaries clearly delineating what we think is our purpose. Despite our national organization (which itself is suffering from lack of definition) and our frequent get-togethers and talk-togethers, educational radio does not describe an **activity with easily recognizable parameters.**

And I think we've tended to keep it that way on purpose. I think with all our talk we haven't been entirely open with each other, we haven't really wanted to pry beneath our conscious concerns.

Many of us have, after we've been at this awhile and have drifted below the initial level of enchantment, wondered if what we were doing was worth doing . . . or rather, perhaps, whether our administrations really thought it was worth doing. I've heard many conversations at meetings, and participated in not a few myself, seeking to justify our radio stations as either student training devices with public service overtones or public service devices with student training overtones. Others are clear in their purpose of providing continuing education and cultural enrichment but are embarrassed by their general inability to show statistics of enrollment as proof of success. The least apologetic are those stations which are frankly instructional in nature and those programs which actually do enroll and deliver credits.

All of which is not so very far from the open circuit - closed circuit - ITV - ETV roundelay except in one respect:

there is such a variety of fingers in the television pie and so many more trying to get in that the educational television broadcaster must define his role and define it effectively or he may lose the pie altogether. And while the cause is different, the same end result threatens educational radio broadcasters also.

Radio has not previously been under a similar compulsion to define its role. No one has really been breathing down our necks until lately. I suggest it would have been salutary in the extreme had there been.

This is to submit it is time we breathed hotly down our own necks. Can we continue to exist half apologetically without a solid image of our purpose?

I hope we can tackle this question; and more, I hope that we can carry it far enough by noon on Saturday that a committee can be named to refine the ideas submitted and to issue a report which might serve as a basis for a recommendation to the national board.

DISTRIBUTION TO COMMERCIAL STATIONS

This closely parallels the discussion above on our reason for being. You will remember, Ken, the good session on this subject last year at Athens where Hugh DeSamper and Dick Settle, among others, spoke of promoting greater distribution of our programs to commercial stations. We talked around this on every level and wound up with some very stimulating ideas. One was to establish first a regional and then a national distribution much as our several state universities do within their respective states. And concomitantly, there was the suggestion that NAB be approached to underwrite the NAEB network as a public service arm of commercial broadcasting. I don t know where else this could lead, except to a realistic discussion of ways and means and approaches, but I certainly think it is worth taking up where we left off.

PROGRAMMING AND THE NETWORK

Educational radio has done many of the great things ETV is doing now. But I don't think either medium can be accused of a notable consistency or quantity of high quality important programming. There is plenty of room for competition and I, for one, feel we have a responsibility

to compete. It is undoubtedly true that program for program television will attract more attention and this is its own virtue since the end purpose of broadcasting is, of course, to communicate. But it is also a good deal more expensive and should be relieved of the temptation to do that which radio does as well and more cheaply. Further, since they are of one purpose and frequently under one ownership, such competition should lead easily to a process of natural selection.

But first radio has to actually do those things it can do as well or better - and more cheaply. I see this as our challenge.

Well - . . what can it do better, etc.? For one thing, it can exploit the most natural available and noteworthy resource the world has: the great minds that either radio or our campuses or are not far distant in terms of accessibility. Television has made quite a collection of such "conversations" lately. It should have been done by radio.

I think our failure here is in our lack of coordination. Nationally we lack a central nervous system. Through the tremendous work over and above the call of committee assignment, of such as Ed Burrows and many before him, we have pulled some good programs out of some of our institutions and most recently out of Washington. These latter are the type television might have done if radio hadn't done them first. ETV may still do some of them if it feels it will get substantial coverage we don't. I think in this respect we owe our efforts considerably more promotion. But that is still another topic we could profitably spend time on.

Bob Underwood is a one man army who has managed to hold together the vestige of a network. But the fact is that a distribution system is not a network of the order we need. We need people who are out soliciting programs, soliciting especially from us, from our institutions. They will be sensitive to our description of what we feel our network should be, but neither the description nor the solicitor is of any use without the other.

Certainly this will take money. But I don't think any one of us really believes money is the real problem. We apparently are all willing to contribute when we are satisfied that we're going to get our money's worth. But if

course, in such a mutual organization as ours, this is the wrong order of things. We'll only get what we ourselves plan and pay for. Nor has our failure been as much in the paying as it has in the planning. We're not sure of what we want. I think it is partly because we are not sure of what we are.

Having thus come full circle I am about to quit. It is my picture of ourselves that despite our nominal allegiance to a national concept of educational broadcasting, we tend toward isolation from each other in respect to group will and effort. We speak constantly of the need for a national network to strengthen our programming while most of use are purchasing at least as much programming from other agencies. Perhaps this is the easy way out . . . getting the best available for the best price. However, we splinter our cause and dilute our product this way. Our only salvation as a national force is to direct our own program destiny. We must devote talk leading, hopefully, to action to construct a national network mirroring our educational broadcasting image. It would seem logical to begin with a search for the image.

I did not mean to launch into such exposition, Ken and others on the panel, but rereading it I find it does cover the ground I, for one, had in mind. I leave it to you to order the agenda for Friday afternoon. I hope you'll help me then to reorder it for Saturday morning on the basis of Friday's discussion.

Looking forward to seeing you at Tampa.

Most cordially,

O. Leonard Press

OLP/es

FILE - REGION II

bc: Mr. Harold Hill

October 5, 1962

Mr. Raymond Hurlbert
General Manager
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Raymond:

In response to your letter of October 3 concerning my serving as a consultant to the radio section of the NAEB Region II Conference next March, I am sure you know that I am more than pleased to make any contribution I can to this or any other section of the meeting. I trust you or Len will let me know more specifically what I may be expected to do as you develop the plans in greater detail.

May I raise a question concerning scheduling of the radio sessions prior to the TV sessions. If I am not mistaken, this same plan has fallen through two or three times in the past. In many cases the radio people are traveling with the TV people and the group as a whole could not arrive until the actual kick off of the entire conference. I have not made an accurate count of the number of active and associate members in Region II who are involved primarily in radio as opposed to TV, but I think a careful check might show that the numbers are about equal. In any event, there is a sizable membership interested in radio. My impression of the last three or four regional meetings is that, for one reason or another, comparatively little time has been devoted to radio; the big emphasis being on TV.

I do not intend this comment as a criticism of what has been done and I may be entirely inaccurate; but I strongly urge that radio be given more emphasis at the next meeting, even to the extent of devoting some of the major sessions to radio. My reasons for this suggestion are two fold. In the first place we have a significant number of radio-involved people in Region II and their interests and problems should be served in these meetings. Secondly, educational radio is at a precarious point nationally. Many institutions, including my own, are now questioning the value of continuing the radio station operation as television becomes increasingly dynamic. I am told by the NAEB national office that a wave of negativism toward educational radio is sweeping the country and there is much concern that we will see the demise of a number of educational radio stations before the trend turns. This is especially true in the case of FM stations.

Frankly, I cannot predict the future role of radio in the total educational complex; but I do know that educational institutions will need all of the devices of mass communication available as the demands for educational services increase in the nation, and I feel that we must preserve our radio stations through this period of great emphasis on television so we will have time to re-study the peculiar contribution radio can make. You are aware of the demand for FM frequencies on the part of commercial broadcasters. If we do not hold the frequencies reserved for education now, we are likely to see the time when the FM frequencies available for educational purposes are as rare as the AM frequencies have become.

If I have belabored the point over long, please forgive me. My purpose in so doing is to urge that major attention be given at the regional meeting to educational radio. I know you and Len will have to decide how valid my position is and what, if anything, can be done about it at the Tampa meeting.

As a postscript, I think we might make some converts to radio of some of the people who came into educational broadcasting via TV. Perhaps NAEB could send a special speaker on this subject for the meeting. I know that Jim Miles has very recently prepared a very strong document for his administration and Dick Hull has had to defend a continuation of his radio operation to his administration in the last two or three years. Others have fought the battle and lost.

Returning to a direct answer to your letter, I will be delighted to help in any way that I can.

Sincerely yours,

Graydon Ausmus
Director

GA:dl
cc: Mr. Leonard Press

File - Regional

June 6, 1962

Mr. Raymond D. Hurlbert
General Manager
Alabama Educational TV Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Mr. Hurlbert:

Mr. Hill asked me to answer your letter of May 31. The list of active TV members in Region II, which was included in your letter, is complete and accurate except for one new member who joined us last month. The new member is:

> WHRO-TV, Hampton Roads ETV Association, 735 Pembroke Avenue, Norfolk 7, Virginia, Mr. Blair L. MacKenzie, General Manager.

I might also point out, at this time, that WXGA-TV (Waycross, Georgia) is not an active member of the NAEB.

The Florida Educational Television Commission (James Etheridge, Executive Secretary) is an affiliate member, not an active member.

Mr. Hill talked with Mr. Hull last week and no date has been set for the IERT meeting next spring. The NAEB Board meeting will, of course, be during the IERT meeting. However, we can give you no definite information yet.

I hope this answers your questions. If I can be of further help, please let me know.

Sincerely,

Anne B. Taylor
Staff Associate

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

2151 Highland Avenue
Birmingham 5, Alabama

May 31, 1962

Mr. Harold E. Hill
Administrative Vice President
NAEB
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Harold:

I am setting up for next year's NAEB Region II conference. This requires plans a long time in advance. In this connection, I would like to have you check the list of active TV members in this region for me and add any that I may have overlooked. The following list and the contact person for each is submitted for your checking. Please make any corrections, additions or deletions necessary.

Station	Location	Contact Person
WAIQ-TV	Montgomery, Alabama	Raymond D. Hurlbert
WBIQ-TV	Birmingham, Alabama	" "
WCIQ-TV	Cheaha State Park	" "
WDIQ-TV	Dozier, Alabama	" "
WETV-TV	Atlanta, Georgia	Haskell Boyter
WGTV-TV	Athens, Georgia	Gerard Appy
WXGA-TV	Waycross, Georgia	Ed Crudup
WKNO-TV	Memphis, Tennessee	Ernest Ball
WJCT-TV	Jacksonville, Fla.	Gregory Heimer
WUFT-TV	Gainesville, Fla. University of Florida	Kenneth Christiansen
WTHS-TV	Miami, Florida	Cliff Mitchell
WFSU-TV	Tallahassee, Fla. Florida State Univ.	Edward L. Herp

Station	Location	Contact Person
WEDU-TV	Florida West Coast ETV, Inc., Tampa, Fla.	Leroy Lastinger
WUNC-TV	Chapel Hill, N. C.	John Young
WFPK-TV	Louisville, Kentucky	Dorothy Day

Furthermore, I would like to know if James Etheridge with the Florida Educational Television Commission has active member status. Your attention in this matter will be appreciated.

I am planning the next regional meeting for late in April but would like to stear clear of the IERT meeting. Could you advise as to approximately when the Columbus meeting of the NAEB Board might plan next spring?

With kindest regards, I am

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

File - Region II

June 13, 1962

Mr. Lou Peneguy
Alabama ETV Commission
2151 Highland Avenue, Suite 206
Birmingham 5, Alabama

Dear Lou:

Harold sent along to me the things you sent him on the Region II meet. I'm sorry to say, though, that I don't think I can use the story in the Newsletter now. For me to put it in the July NL, when the meeting occurred in early April wouldn't be very newsy.

I agree wholdheartedly that this is the very type of thing that should be reported--and I have reported on these meetings when I had the information. So far, Region III is the only one that has sent me copies of everything they have sent out in advance of the meeting--which gives me something from which to write an advance story. Then, if you would write afterward a brief account, such as the one you sent, but send it immediately, I'll be happy to see that it gets in the next Newsletter--in this case, it would Hhavebeen May.

In May I put in a note about the only thing I had on the Region II meet--the number attending.

So let's plan that next year you'll send me adequate advance info (if you want to just see that I get copies of your advance mailings to your regional members, that will be fine) and I'll run that prior to the meeting. Then if you can get me a summary of the highlights so that it can appear in the next Newsletter following the meeting, that will give pretty good coverage.

Thanks for bringing this up, because it gives us a chance to get together on what we're trying to do.

Cordially,

Betty

Betty McKenzie (Mrs.)
Publications Editor

BMC/mp
cc: Harold Hill

File - Region II

ALABAMA EDUCATIONAL TELEVISION COMMISSION

BIRMINGHAM 3, ALABAMA

June 15, 1962

Mrs. Betty McKenzie
Publications Editor
N.A.E.B.
119 Gregory Hall
Urbana, Illinois

Dear Betty:

Thank you for your letter of June 13th indicating that Harold Hill has forwarded our resume of the Region II annual meeting to your office.

Unfortunately, this is the third year we have assembled this material "fruitlessly". I know this has not been your fault.

If you can advise who it is in Region III who sends you copies of speeches delivered at its conferences, I shall write to him to inquire how these are pried from the hands of the speakers in advance. My attempts to secure advance Region II speaker's copies have been futile.

The first year that I sent you material it was based on my running from meeting-to-meeting to make notes on what was being said. In those meetings which I did not visit I had assigned a "reporter". It was the waiting for the summaries from these reporters that delayed sending in this material the first year. The second year, this office wrote to each speaker listed on the program before and after the conference for a copy of their speech. None sent copies prior to the conference. Sixty percent sent either a copy, rough notes or a summary; some of those were two months in arriving. This year we were fortunate to be in a building which had microphones and audio tape facilities in each speaker's room. These recorded tapes arrived in our office two weeks after the conference. My secretary used my tape recorder when time permitted to copy the more "general interest" speeches; of course, this took quite some time...and, she had an automobile accident in the middle of the transcribing.

ALABAMA EDUCATIONAL TELEVISION COMMISSION
BIRMINGHAM 3, ALABAMA

June 15, 1962

Mrs. Betty McKenzie
page two

In my five years with ETV there is an apparent overlapping of problems nationally. It does seem a shame that other regions "cannot" share what is being learned and done successfully elsewhere.

I take it from your comments that Regions II and III are the only ones "organized" and "with reporting" sessions.

It is always good to hear from you, Betty, because you and I seem to speak the same language. Let's keep our cooperative, frank comments in exchange in order to attempt to assist ETV's public acceptance and progress moving ahead. (Kindly raise the NAEB flag and play an E.T. fanfare here.)

Lou Peneguy, Director,
Coordination and Information

LP/pb

cc: Harold Hill

File - Region II

heb

June 22, 1962

Mr. Lou Peneguy, Director
Coordination and Information
Alabama Educational Television Commission
2151 Highland Avenue
Birmingham 5, Alabama

Dear Lou:

Thanks for your letter of June 15...and believe me, I know the frustration you must feel at darting around from meeting to meeting, trying to get something down on paper that can be used--only to have it never appear.

The type of coverage I was speaking of for Region III that involved Newsletter "prior to the event" type of news was handled this last time by Larry Frymire. He sent me all the info that was sent out to the possible attendees - and a couple of longer "news release" types of things besides.

The little NL write-up that appeared after their meeting was written by me, since I attended the meeting myself.

As to the speeches, several of the speakers brought them in manuscript form to the meeting, and I was able to get them right there at the time. Others I got promises from that they would send them to me later...and all but a very few did. Several announcements were made at the luncheon meetings, etc., that we wanted the speeches and what we intended to do with them. We've had considerably more response from people writing in for the speeches than I ever thought we'd have--which must mean that people who can't go to the meetings are hungry for this type of thing. And it does seem a good way to handle it.

If your speakers seem reluctant to prepare manuscripts in advance, perhaps you could write them a couple of months before your meeting next year, tell them that we did this in Region III this year and that it seemed to go over quite well, and suggest that they bring a type-written manuscript with them--or even send it in advance (but I suspect that's much harder to get them to do--as you indicate it has been previously). Then I'm sure we can list the titles in the NL and offer to let people have them for a quarter each etc., as we did this year for Region III.

Reading over your comments about your gathering of material the first year, and waiting for reports from your reporters at the meetings you

couldn't attend, strikes a very familiar note with me. Often in the past that has been the case with NAEB seminars--and thus the report was held up for, sometimes, over a year...which is obviously ridiculous. Lately though, based on a suggestion by Harold Hill, we've been able to get things done more speedily by miles. However, I can't see any way this could be applied to your situation, because it involves holding an editorial committee for a few hours after everybody else has gone home--to whip the thing into shape for me to take it and get it started through the printing mill.

Anyhow, let's plan now to have it different for Region II coverage in NAEB publications next year. If you'll send me advance info on your meeting, the theme if any, when and where it will be, and the speakers and topics as they're scheduled, I'll get stories in the NL. Then, afterward, we can either run the Journal-worthy speeches in the Journal, as we are Engar's this year...or we can offer them all, as duplicated here, at a nominal sum, as we did Region III speeches this year.

By the way, you'll be interested to know that Lew Rhodes (as membership chairman in charge of Individual Members and Affiliates of NAEB) sent letters on June 15 to everyone not already an NAEB member who attended the Region II meeting, inviting him to become an Individual Member. We already have about ten new members from this--and it was less than a week ago that the letters were mailed! So perhaps by next year's regional meeting, more of your people will be receiving the Journal and Newsletter and will know why you're asking for the advance info!

Thanks again for writing--and now as the sun slowly sinks into the West (with NAEB fanfare fading off, etc.), I'll stop. Gad, I'm getting long-winded lately. Before NAEB I hardly ever wrote a letter than ran more than one page in length. Wonder what that signifies?

Best,

Betty

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

bicc: Mr. Harold E. Hill

Our file - Region II

NAEB

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Region II Conference

APRIL 6-7, 1962

Georgia Center for Continuing Education
University of Georgia
ATHENS, GEORGIA

NAEB

GENERAL INFORMATION

Regional TV Director - Raymond D. Huribert
Regional Radio Director - Leonard Press
Regional Conference Chairman - Gerard Appy
Ass't. Regional
Conference Chairman - Hill Berment

REGISTRATION

Georgia Center for Continuing Education

Lobby

1:00 - 4:00 p.m.----------Friday, April 6
8:00 - 9:00 a.m.----------Saturday, April 7

HOSPITALITY HOUR

4:00 - 6:00 p.m.----------Holiday Inn Motel

EXHIBITS

Exhibit Booths are located in the Lobby Lounge

Exhibitors are as follows:

General Electric Company
and
Tektronix, Incorporated

GENERAL SESSIONS

Friday, April 6

Leonard Press, Region II Radio Director
Raymond D. Hurlbert, Region II TV Director
Gerard Appy, Conference Chairman

6:30 - 8:00 p.m. BANQUET Dining Room

Greetings: Dr. H. B. Masters, Director Georgia Center for Continuing Education

Speaker: Dr. Keith Engar, Chief, Educational Broadcasting Branch, F.C.C.

8:00 - 8:30 p.m. DOCUDRAMA Auditorium

Saturday, April 7

8:00 - 9:00 a.m. NAEB PROFESSIONAL ASSOCIATION BREAKFAST Dining Room

Speakers: Harold Hill, NAEB Executive Vice President

Raymond D. Hurlbert, Region II TV Director

Leonard Press, Region II Radio Director

12:30 - 2:00 p.m. LUNCHEON Dining Room

Speaker: Dr. J.W. Letson, Superintendent Atlanta Public Schools

TELEVISION CONFERENCE SESSIONS

UTILIZATION

9:30 a.m. - 12 Noon Auditorium

Chairman: Dr. Gilbert Tauffner, Executive Director, Educational Broadcasting Atlanta and Fulton County, Georgia

Subject: "Using ETV as a Classroom Resource" Groups will view the MPATI TV Utilization videotape "6th Grade Social Studies" via closed circuit.

Discussion Leaders: Mrs. Grace J. Waters, Educ. Director Hampton Roads ETV Association Hampton and Norfolk, Virginia

Mrs. Marjorie S. Muse, ETV Resource Consultant, Charlotte, North Carolina

Dr. L. Frazer Banks, Studio Director Birmingham Area ETV Association Birmingham, Alabama

Gregory Heimer, General Manager WJCT, Jacksonville, Florida

2:30-3:30 DISCUSSION LEADERS' PANEL REPORT Moderator: Dr. Gil Tauffner

3:30-4:30 "Using Radio as a Classroom Resource" (Radio group will join the Utilization group to view the NAEB radio utilization kit.)

ENGINEERING

9:30 a.m. - 12 Noon — Room G

Chairman: Edward Graham, Jr., Chief Engineer, WGTV, University of Georgia Athens, Georgia

Subject: "Operating Experiences with the 4½" IO Camera"

Discussion Leader: T.W. Cowen, Chief Engineer, WETV Atlanta, Georgia

Subject: "Operating Experiences with Videotape Recorders"

Discussion Leader: Knox Carreker, WXGA, Waycross, Ga.

Subject: "Television Receiving Antenna"

Discussion Leader: William B. Wrigley, Head, Communications Branch, Georgia Tech Engineering Experiment Station

2:30 - 4:00 p.m. — Room G

Subject: "Electronic Editing of Videotape"

Discussion Leader: William Craig, Southeastern Regional Manager, Ampex Corporation

Subject: "How to Get the Best Pictures from 4½" IO Camera"

Discussion Leader: William J. Derenbecher, Broadcast Studio Engineer, RCA

ENGINEERING - Afternoon Session (continued)

Subject: "Transistorized Film Camera"

Discussion Leader: R.E. Putman, Head, Studio and Industrial TV Engineering Section, General Electric Company

PROGRAMMING

9:30 a.m. - 12 Noon Room L

Chairman: Holt Riddleberger, Program Director, WEDU-TV, Tampa, Florida

Discussion Subjects

1. "A National Image for ETV"

2. "Mirrors and Measures"--Suggestions for an ETV "Rating System"

3. "Competition or Alternation"--Local Station Programming Philosophy

4. "Pressure Groups, Politics and Pedagogs"--The Nature and Degree of Local Influence on Programming Formulas

2:30 - 4:00 p.m.

1. "Money Matters"--The Relationship Between Programming and Financing

2. "The Image-Maker"--The Relationship Between Programming and Public Relations.

MANAGEMENT

9:30 a.m. - 12 Noon — Library

Chairman: John Young, Director of TV, WUNC-TV
University of North Carolina
Chapel Hill, North Carolina

Subject: "Planning Carefully for the Expenditure of ETV Funds"

Discussion Leaders: Harold Hill, Vice President, NAEB

Dr. Keith Engar, Chief, Educational Broadcasting Branch, F.C.C.

Dr. Walter Stone, U.S. Office of Education (or his representative)

2:30 - 4:00 p.m. — Library

Subject: "Regional Planning for ETV Expenditure"

Discussion Leader: Dr. William Bowden, Assoc. Director, Southern Regional Education Board

Subject: "New Developments at NET, with particular Emphasis on the New Instructional Program"

Discussion Leader: Lee Franks, National Educational Television and Radio Center

SCENIC STAGING AND GRAPHIC ARTS

9:30 a.m. - 12 Noon — TV Studio

Moderator: Miss Elizabeth Thomas,
Scenic and Graphic Artist, WGTV

SCENIC STAGING AND GRAPHIC ARTS - Morning Session (continued)

1. Can graphic art be used to achieve a station "personality image"?

2. Should a station aim for a unified style of art?

3. Can three dimensional objects be used in graphics effectively?

4. Do overhead projectors, viewgraphs, overlays, etc., have a place in studio productions?

5. Can material (collage) be effective as a replacement for drawing?

2:30 - 4:00 p.m. TV Studio

Scenic Staging

1. What makes for good three dimensional arrangement of props and scenery?

2. How can you achieve depth through lighting?

3. Can you achieve depth through drawing (as a faked perspective in relation to actual objects)?

4. Is illusory staging as effective or more effective than non-illusory?

5. What new materials have you found effective?

RADIO CONFERENCE SESSIONS

9:30 a.m. - 12 Noon — Room H

Chairman: O. Leonard Press, Head, Dept. of Radio-TV-Film, University of Kentucky, Lexington, Kentucky

Subject: "Rights and Clearances on Program Material"

Discussion Leader: William M. Woods, Fisk University

Subject: "Balance Between Education, Service, Student Training, Meeting and/or Complementing the Competition"

Discussion Leader: Charles Lancaste, East Carolina College

Subject: "Need and Possibility of Regional Network, Tape or Live"

Discussion Leader: Hugh DeSamper, Colonial Williamsburg

Subject: "Reappraisal of Radio Programming Techniques and of Content"

Discussion Leader: Shirley Ford, University of Tennessee

Subject: "Stereo - Is it worth getting into?"

Discussion Leader: Ray Shirley, University of Tennessee

RADIO CONFERENCE SESSION - continued

2:30 - 4:00 p.m. Room H

Subject: "Program Materials, Sources Other Than Those Well Known"

Discussion Leader: Jerry Williams, East Carolina College

Subject: "Advantages and Disadvantages of Joint Teaching and Station Operation Arrangement"

Discussion Leader: Edward Herp, Florida State University

3:30 - 4:30 p.m. - Radio Group will join the TV Utilization Group to view the NAEB Radio Utilization kit in auditorium.

Send Grayden info re stations on the air, etc.

NAEB President..... WILLIAM HARLEY

Executive Vice President..... HAROLD HILL

NAEB REGION II DIRECTORS

LEN PRESS, *Radio* RAY HURLBERT, *Television*

Conference Chairman..... GERARD APPY

Assistant..... HILL BERMONT

DISCUSSION AREA CHAIRMEN

Management..... JOHN YOUNG

Utilization..... GIL TAUFFNER

Programming..... H. H. RIDDLEBERGER

Engineering..... ED. GRAHAM

Graphic Arts ..... ELIZABETH THOMAS

Radio..... LEN PRESS

Our File - Region II

THE UNIVERSITY OF GEORGIA
CENTER FOR CONTINUING EDUCATION, ATHENS, GEORGIA

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, REGION II CONFERENCE
April 6-7, 1962

62-4-6
L. H. Walker
Coordinator, Georgia Center

Harvey Aderhold
State Dept. of Education
State Office Bldg.
Atlanta, Ga.

G. L. Appy
WGTV - Georgia Center for Cont. Educ.
Athens, Ga.

Richard Armfield
WUNC-TV
Chapel Hill, N.C.

Graydon Ausmus
Univ. of Ala. Broadcasting Services
University , Ala.

L. Frazer Banks
Birmingham Area Educational TV
720 S. 20th St.
Birmingham 3, Ala.

John S. Barber
3110 Maple Drive N.E.
Atlanta, Ga.

Ronald K. Bass
2797 Haywood Dowling Drive
Jacksonville, Fla.

Frank Benson
Ampex Corporation
3376 Peachtree Rd. N.E.
Atlanta , Ga.

Gary C. Bergland
Auburn ETV Dept.
Auburn, Ala.

Hill Bermont
WGTV Georgia Center
Athens, Ga.

G. C. Berry
1330 W. Peachtree St. N.W.
Atlanta , Ga.

Mrs. Lawrence A. Bixby
WGTV - Georgia Center
Athens, Ga.

Frank Blodgett
WUFT TV
Univ. of Florida
Gainesville, Fla.

W. Boehm
WUFT-TV, Univ. of Florida
Gainesville, Fla.

Tom F. Bost, Jr.
1330 W. Peachtree
Atlanta, Ga.

Glenn Brackin
916 Lakeview Dr.
Auburn, Ala.

Charles M. Braswell
WUNC-TV
Chapel Hill, N.C.

Vernon Bronson
NAEB, 1346 Connecticut Ave
Washington 6, D. C.

Isabel L. Brooksher
Atlanta Public School, City Hall
Atlanta, Ga.

H. H. Brown, Jr.
WUNC-TV
Chapel Hill, N.C.

Richard A. Buck
31 Wilkes Drive
Pensacola, Fla.

Hiram Bullock, Jr.
2025 Peachtree Rd.
Atlanta, Ga.

Don Louis Burgess
649 N. College
Auburn, Ala.

Knox Carreker
WXGA - TV
Waycross, Ga.

Edmund J. Cenedella
St. Petersburg Junior College
St. Petersburg, Fla.

Henry J. Cauthen
S. C. Educational TV Center
2712 Millwood Ave
Columbia, S. C.

Dorothy E. Chambers
602 E. River St.
Anderson, S. C.

Jean Lanette Chapman
199 Barksdale Drive N.E.
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Rebecca Dennard
Fulton County Board of Educ.
786 Cleveland Ave. S. W.
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35 Colmar Rd.
Cherry Hill, N.J.

Hugh DeSamper
Colonial Williamsburg, Inc.
Williamsburg, Va.

Maree J. Dowdey
1200 Hancock St.
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Tallahassee, Fla.

Edgar Evans
St. Petersburg Junior College
St. Petersburg, Fla.

John P. Farnsworth
Quartermaster School U.S. Army
(QMTQS-TV
Fort Lee, Va.

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Univ. of Tennessee
14 Ayres Hall
Knoxville, Tenn.

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NET & Radio Center
10 Columbus Circle
New York 19, N.Y.

Judson Freeman
711 Barnett Bank Bldg.
Jacksonville, Fla.

Virginia Gallo
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Waycross, Ga.

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Tupelo City Schools
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Florida State University
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Knoxville, Tenn.

Howard Odell Skinner
Auburn ETV
Auburn, Ala.

Shirley Slater
WGTV - Georgia Center
Athens, Ga.

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Antaugaville, Ala.

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Athens, Ga.

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New York 20, N.Y.

Ronald Stewart
Univ. of Kentucky
Lexington, Ky.

Gil Tauffner
WETV-WABE, 740 Bismark Rd.
Atlanta 9, Ga.

Mr. & Mrs. H. B. Todd
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Clinton, Miss.

Betty Thomas
707 The Lyons
Athens, Ga.

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WUFT-TV, Univ. of Florida
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Evelyn Walker
Birmingham Area Educational TV Assoc.
720 S. 20th St.
Birmingham, Ala.

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Atlanta, Ga.

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Auburn, Ala.

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Norfolk, Va.

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Auburn, Ala.

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St. Petersburg 10, Fla.

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Norfolk, Va.

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Univ. of Tennessee
14 Ayres Hall
Knoxville, Tenn.

John Young
WUNC TV
Chapel Hill, N.C.

Robert S. Ziehmn
5734 Chamblee- Dunwoody Rd.
Dunwoody, Ga.

Draft of possible letter to Raymond Hurlbert

Dear Raymond:

I'm afraid that the NAEB wouldn't be able to underwrite two or three hundred dollars worth of expenses for you to visit with Ed Murrow's office in Tokyo. Let me review the history of this situation as I recall it.

When the matter of your visit to Tokyo first came up, I believe Harry Skornia told you that perhaps the NAEB could underwite any additional costs you might incur as a result of any side trips you might undertake on behalf of NAEB. He cited as examples a couple of trips that Burton Paulu and Marjorie Lundin undertook in Europe. However, the only expenses paid to them were as reimbursement for the actual costs they incurred to go from either London or Stockholm (Burton was in London anyway, and Marjorie was in Stockholm) to whatever city a meeting of interest to the NAEB was being held in.

In other words, the NAEB did not undertake to pay any of their basic expenses connected with their own primary mission. Applying this to your case, since you are going to be in Tokyo anyway, there would be no way for us to justify paying part of your expenses. If you were to make a side trip to some other nation, specifically at our request, we would then be able to pay the expenses of that side trip. However, this would not help you any with your basic financial problem so far as your trip to Tokyo is concerned, since we could pay only the extra expesnes occasioned by such a side trip.

I'm sorry that this misunderstanding has not been cleared up earlier, but I thought that it had been in earlier correspondence, and that you understood the limitations upon our budget.

Naturally, if any side trip does come up which we feel would be of specific benefit, we might be able to underwitte the costs, but this still would not apply to your basic trip to Tokyo, or any points en route.

Sincerely,

WGH

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

March 27, 1961

Mr. William G. Harley
President
N.A.E.B.
DuPont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

Edward R. Murrow has set up a conference for me with his Japanese office in Tokyo, which will be as a member of the Board of Directors of the NAEB. If you feel that this meeting can be of sufficient significance and that I can be of service to NAEB in this capacity, I will appreciate your support. Previously, in discussing this matter, you signified your willingness to supplement my trip to the tune of two or three hundred dollars, if the matter was justified. Your interest and assistance in this matter will be sincerely appreciated.

With kindest regards, I am

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

To: PROSPECTIVE REGION II NAEB CONFERENCE ATTENDANTS
From: Raymond D. Hurlbert - NAEB Regional II Television Director

The Regional II Conference for April 22 is scheduled to begin at 5:00 p.m. in the Thomas Jefferson Hotel, Birmingham, Alabama. Please make your reservations direct with the hotel and plan to remain through dinner on Saturday, April 22. Please encourage the attendance of all educational broadcasting personnel in any way involved in the medium. This includes interested classroom teachers, all persons engaged in studio operations, engineering, broadcasting administration or related and associated fields. There will be no conference section on educational radio broadcasting, as such. All educational broadcasters are invited to the program as listed here following:

Friday, April 21, 1961

5:00 p.m. Hospitality Hour - Registration
Thomas Jefferson Hotel

Saturday, April 22, 1961

8:00 a.m. NAEB Professional Association Breakfast
Speaker: William G. Harley, President NAEB

9:30 a.m. - 12:00 Noon FIRST CONFERENCE SESSION

ENGINEERING - Room 311
Al Renfro, Chairman, Chief Engineer, AETC
Consultant: Gerry W. Iler, General Electric Company
Subject: "Basic Principles and Use of Different Types of Image Orthicon Tubes"

Consultant: A. E. Kushner, Jerrold Electronic Corporation
Subject: "Closed Circuit TV for Educational Purposes and Techniques of Off-the-Air Pick-ups"

ETV PROGRAM PRODUCTION - Gold Room

Panel Participants: Gerald Appy, Chairman, Associate Director, Georgia Center for Continuing Education, University of Georgia; John Young, Manager, WUNC-TV, University of North Carolina; Lee Franks, Program Director, WUFT, University of Florida; Holt Riddleburger, Program Director, WEDU-TV, Tampa; Hill Bermont, Program Director, WGTV, University of Georgia.

Discussion Topics: (1) Elements of an ETV Station's Programming Policy (2) Programming to fit the Station Policy (3) Selection of Talent (4) Concern with Audience Acceptance (5) Developing Station Production Style (6) Meeting the Demands of Subject Matter (or Specialists)

ETV IN-SCHOOL UTILIZATION - Green Room

Panel Participants: Dr. Clyde Blair, Chairman, Director Secondary Education, Alabama State Department of Education; Mrs. Helen Stephens, Principal, Bluff Park School, Jefferson County; Mrs. Mabel F. Gunsallus, Classroom Teacher, Jones Valley High School, Birmingham; Mrs. Mary Rogers, ETV Instructor Birmingham Area ETV Association; Dr. Earl Sechriest, Assistant Superintendent, Birmingham Public Schools; and Bill Bowden, ETV Consultant, Southern Regional Education Board, Atlanta.

Discussion Topics: (1) Overall Report on ETV Evaluations over the Nation (2) Communication Procedures between the Studio and Classroom, the ETV Instructor and the Classroom Instructor (3) Enlisting and Orienting the Classroom Teacher (4) Program Continuity as a Means of Increasing Program Usefulness (5) Approaches to Broad-Scale-Scheduling (6) Large Group Instruction Techniques (7) Administrative Problems in Obtaining Personnel for Educational TV Broadcasting (8) Evaluation of ETV Instructional TV Broadcasting (9) Evaluation of ETV Instructional Programs (10) Procurement and Maintenance of Equipment (11) ETV Workshops.

12:30 p.m. - LUNCHEON - Mountain Brook Country Club

2:30 - 5:00 p.m. SECOND CONFERENCE PERIOD

ENGINEERING - Room 311

Consultant: John Wentworth, RCA, Inc.
Subject: "Principals of the 4½ Inch Image Orthicon Camera and Tube"

Consultant: Biago Presti, Sarkes-Tarzain, Inc.
Subject: "A New Vertical Interval Switcher for Broadcast Use"

Consultant: William E. Boehme, Chief Engineer, TV Production Center & WUFT, University of Florida
Subject: "Performance of the Pre-Set Video-Audio Cross-bar Switcher"

ADULT AND COMMUNITY PROGRAMMING - Gold Room

Panel Participants: Dr. I. F. Simmons, Chairman; Dr. Frazer Banks, Co-Chairman; George Patterson, Director Internal Revenue; Britt Thompson, President, Alabama Archeological Society; Clark Stallworth, Newspaper Editor, Birmingham Post Herald; Robert Rinwick, Better Business Bureau Examiner; Virginia Temple, AAUW Officer; Parks Scott, Public Relations Officer, Southern Bell Tel. & Tel. Company; Richard Evans, Director Special Affairs. University of Alabama, Birmingham Extension Center; Mrs. Betty Plummer, Birmingham Civic Leader and ETV Hostess; and Miss Nell Peerson, Director, Alabama Literacy Project.

Discussion Topics: (1) Community Expectations of ETV (2) Program Sources Best Suited to the Community Needs (3) ETV as a Public Service (4) Program Policy and Necessary Regulations Governing Community Programming (5) Outside Production Organizations Assist with Production Costs, and Program Quality (6) How Can ETV Best Do Cultural Showcasing?

6:00 p.m. - FRIENDSHIP DINNER - TALENT NIGHT
Jefferson Room

Program Director: Miss Evelyn Walker, Producer
Birmingham Area ETV Association

Directors, managers, and producers are urged to bring as many of their personnel as possible and particularly outstanding examples of their on-camera-talent to the Friendship Dinner. At that time the talent (teachers, etc.) will be presented for recognition and given an opportunity to demonstrate their program or experiences in ETV Performance.

REGISTRATION
NAEB Region II Conference
April 21-22, 1961

Thomas Jefferson Hotel Birmingham, Alabama

Name _____ Title _____

Organization _____

Address _____
Street City Zone State

Division and Section of Conference in which you choose to participate:

RADIO _____ TELEVISION: Production _____ Utilization _____ Engineering _____

____Enclosed find my check made out to R. D. Hurlbert, Regional Director, for Registration fee, in the amount of $10.00, covering full Conference, including breakfast, lunch, and dinner, April 22.

____Will pay Registration fee upon my arrival

Return to: Raymond D. Hurlbert
Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

REGISTRATION
NAEB Region II Conference
April 21-22, 1961

Thomas Jefferson Hotel Birmingham, Alabama

Name _____ Title _____

Organization _____

Address _____
Street City Zone State

Division and Section of Conference in which you choose to participate;

RADIO _____ TELEVISION: Production _____ Utilization _____ Engineering _____

____Enclosed find my check made out to R. D. Hurlbert, Regional Director, for Registration fee, in the amount of $10.00, covering full Conference, including breakfast, lunch, and dinner, April 22.

____Will pay Registration fee upon my arrival

Return to: Raymond D. Hurlbert
Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

I think there is a file on Regional II meetings -

MEM

8/15/61

Dear Betty:

It seems to me there used to be a file on regional meetings...and I thot perhaps you'd like to have this for said file. I'm not going to use it in the NL or Journal--and have told 'em so.

If you don't want it, toss it...

Thanks,

bmck

for: Betty McKenzie, NAEB Newsletter
from: Alabama Educational TV Commission
Lou Peneguy, Director, Coordination and Information

RESUME: NAEB Region II Conference

145 NAEB Region II members attended the April 21-22 conference at The Hotel Thomas Jefferson, Birmingham, Alabama.

Regional Director Raymond Hurlbert, General Manager, Alabama ETV Commission (network), proclaimed the attendees composed one of the most earnest, eager-to-learn groups with which he has ever worked.

Saturday's ETV session was divided into three general banquet meetings and four specialized discussion units.

NAEB President William Harley addressed the organization at breakfast. He described present aims and future goals of the Association.

KTCA-TV General Manager John Schwarzwalder delivered the Mountain Brook County Club luncheon address. While praising the members presents for taking their weekend to attend the conference, he also challenged the crowd to do the daring, exciting and experimental in ETV "dispite limited budgets and small staffs". He maintained that "the NAEB has the potiental of having 10,000 members" and that "it can develop into one of the most influenical educational assocations in the world."

CBS Public Affairs Director David Lowe (CBS Reports, Producer) told the dinner audience that ETV stations have endless program material in the cultural and civic affairs fields for which create adult programming.

from: Alabama ETV
add one -

Gerald Appy, Associate Director, Georgia Center for Continuing Education, lead the programming discussion group. A panel consisting of John Young, Manager, WUNC-TV, University of North Carolina; Lee Franks, Program Director, WUFT, University of Florida; Holt Riddleburger, Program Director, WEDU-TV, Tampa; Hill Bermont, Program Director, WGTV, University of Georgia reviewed the elements of ETV programming, audience needs, source material and scheduling.

The ETV in-school utilization unit was under supervision of Dr. Clyde Blair, Director Secondary Education, Alabama State Department of Education. Heading the discussion were Mrs. Helen Stephens, Principal, Bluff Park School, Jefferson County; Mrs. Mabel F. Gunsaluus, Classroom Teacher, Jones Valley High School, Birmingham; Mrs Mary Rogers, ETV Instructor, Birmingham Area ETV Association; Dr. Earl Sechriest, Assistant Superintendent, Birmingham Public Schools; William Bowden, ETV Consultant, Southern Regional Educational Board, Atlanta, Georgia, Dr. Victor Kerns, Professor Education, Auburn University.. It was agreed that effective ETV utilization stems from effective teaching and compatable attitudes on the part of the TV instructor and the classroom teacher, in addition to a progressive point of view of the school principal. There was mutal expression that "new education ideas should be tried using the electronic medium. The danger of telecourses "becoming routine or dull" was warned against.

Reviews of types of adult and community programming which have been telecast by ETV operations was the topic of the group meeting with Dr. Frazer Banks, Studio Director, Birmingham Area ETV assocation.

from: Alabama ETV Commission
add two

Primarily his unit heard from those who have originated this type of program in his studio. Participants included George Patterson, Director Internal Revenue; Britt Thompson, President, Alabama Archeological Society; Clark Stallworth, Newspaper Editor, Birmingham Post Herald; Robert Renwick, Better Business Bureau Manager; Mrs. Virginia Temple, AAUW Officer; Parks Scott, Southern Bell; Richard Evans, Director Special Affairs, University of Alabama, Birmingahm Extension Center; Miss Nell Peerson, Director, Alabama Literacy Project; Mr. Leslie J. Waller, Supervisor, Physical Restoration, Vocational Rehabilitation.

The engineering members were given intensified lectures under supervision of Al Renfro, Chief Engineer, Alabama ETV Commission. The program included "Basic Principles and Use of Different Types of Image Orthicon Tubes", Joe Jepsky, G.E., "Closed Circuit TV for Educational Purposes", A.E. Kushner, Jerrold Electronics, "Principles of the 4½ Inch I.O. Camera and Tube", John Wentworth, RCA, "A New Vertical Interval Switcher for Broadcast", Richard Swann, Sarkes-Tarzian, and "Performance of the Pre-Set Video-Audio Cross-bar Switcher", William Boehme.

The Conference offered attendee's wives and families a three hour tour to area historic spots and gardens.

The event closed with a Cafe Expresso party where studio talent from each state "preformed" under direction of Evelyn Walker, Birmingham public schools TV producer.

Birmingham News
April 18, 1961

Broadcasters will meet in city

More than 200 delegates from 11 states will arrive tonight for the regional meeting of the National Association of Educational Broadcasters at the Thomas Jefferson Hotel.

Raymond Hurlbert, NAEB regional director and general manager of the Alabama Educational TV Commission, will welcome the group to their first meeting in Birmingham.

NAEB President William Harley, David Lowe, producer of CBS Reports, and Dr. John Schwarzwalder, general manager KTCA-TV (ETV), St. Paul, Minn., will speak.

TOMORROW, President Harley will speak at breakfast, Dr. Schwarzwalder at lunch, and Lowe after dinner, with individual conferences scheduled for production, utilization, adult and community programming and engineering.

Alabama was one of the pioneering states with an ETV network, and visiting delegates have been invited to inspect local facilities located at the University Center.

Harley is a professor at the University of Wisconsin in the radio-TV department, and heads his state's FM network and is program director of his school's radio-TV station.

RAYMOND HURLBERT . . . Welcomes delegates

In addition he is a constituent member of the Learning Resources Institute which is responsible for "Continental Classroom," the national college credit series which in Alabama offers "Statistics" daily at 7:30 p.m. with a repeat at 9 p.m. and "College Chemistry" daily at 5 p.m. over Channels 10, 7 and 2.

Dr. Schwarzwalder, in addition to his duties at KTCA-TV, has been selected as consultant for six major ETV projects and is presently spearheading a Midwest ETV interstate network.

Birmingham Post-Herald
April 20, 1961

Luncheons dinners—

Social events for ETV convention

Arriving today from 11 states are 200 educational broadcasters and their wives, who will attend the two day regional convention at the Thomas Jefferson Hotel.

Addressing the group at breakfast Saturday morning in the hotel will be William Harley, NAEB president.

Dr. John Schwarzwalder, manager, KTCA-TV, St. Paul Minnesota, will speak at a luncheon to be held for convention goers at 12:30 p.m. at Mountain Brook Club. Guests at the luncheon will include two of Alabama's pioneering educational TV consultants, Ed Norton and Thad Holt, as well as AET Commissioner, Harold Purdy.

A TOUR of the city is slated for the wives of delegates on Saturday afternoon. Sights included on the tour are the new medical center, Vulcan, and a trip through the Hammond Garden's "Wonderland of Roses." Tea at Arlinghton Shrine and a visit to the Oscar Wells Museum of Art completes the tour schedule.

Saturday evening David Lowe, of CBS Reports, will be the speaker at a banquet to be held in the Thomas Jefferson. Following the banquet, Miss Evelyn Walker, Birmingham Public Schools co-ordinator of ETV will be hostess to a Cafe Expresso party for delegates and their wives in the hotel.

[Region II NAEB conference luncheon
at Mountain Brook Country Club, Birmingham,
Alabama. From left, Raymond Hurlbut,
John Schwarzwalder, Vernon Bronson,
William Harley. 1961]

Seen HJH

HJH:

I expect you received one too. Note the marked comment on second page - looks like some still think it's all over but the shouting, although his next paragraph seems to indicate he does understand the situation. Just hope some misunderstand the marked sentence.

BMcK:
For any use you might have for NL.

ROSE:
For file in Region II file.

heh
6/27/60

under Director

Report of NAEB Region II Radio Meeting

RECEIVED
NAEB HEADQUARTERS
JUN 27 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

TO: All Region II Members
NAEB Staff
NETRC Staff
Mr. William Bowden, SREB

FROM: Roy Flynn, Director

The April 22, 1960 Radio Meeting of Region II constituted a new departure in Region II NAEB meetings. Time was when all such meetings were devoted exclusively to radio. Then, with the rapid development of television in Region II, emphasis shifted to TV. There was always an effort to have something for radio people, too, but these sessions were usually scheduled simultaneously with TV sessions. Even people who worked exclusively in radio found themselves sitting in on the TV sessions "just in case".

The change in the NAEB constitution providing for separate regional directors, one for radio and one for television, suggested separate meetings. An informal survey of the members in the region indicated that most of the radio people would also be interested in attending the TV meeting. Therefore the radio meeting was scheduled to start at 9:00 a.m., April 22, running until 5:00 p.m. when the television meeting began.

The radio session was planned for people who are directly involved in the operation of educational radio stations. This meant a small group as contrasted to the large number of people concerned with utilization, administration, et cetera who attend the television meetings.

The day-long meeting was divided into two sessions. In the morning the group was concerned with the individual station and its relation to others in the region. Leonard Press served as chairman. William Bowden of the Southern Regional Education Board was on hand to explain the position which SREB has taken on educational radio and to assist in identifying characteristics of the region. He explained that SREB functions in the interest of higher education in the area of credit courses. While admitting that radio might serve this cause, he explained that SREB acts on needs identified by public officials and administrators of higher institutions in each state in the region. When these people make known to SREB their concern that radio be utilized, SREB will become more interested in radio.

There was discussion of program-exchange within the region. The group agreed that such programs must have peculiar interest within the region. It was decided to attempt to develop two series of programs, each station originating a single program in each series. One is to be a short talk series, the other musical.

The afternoon session was led by Haskell Boyter. It was concerned with the individual station and its relation to NAEB. There was to be particular emphasis laid upon the NAEB-NETRC discussions relative to NETRC's taking over the radio tape network function of NAEB. On hand to explain these matters were Pat Callahan of NETRC and Harry Skornia, President of NAEB, and Bob Underwood, Network Manager of NAEB.

Here, this report must necessarily become a bit vague. The session grew heated. Several people took strong stands on several different sides of the question. Looking back, one thing is clear: most of the people were unprepared for such discussion. Most of them were reacting emotionally on the basis of inadequate information.

We had not allowed enough time for the discussion. Had the discussion taken place in the morning, we might have adjourned for lunch and come back to conversations which produced more understanding.

There is very little point in detailing the arguments which took place, particularly in view of the fact that the NAEB Board met the following week in Columbus and took definite action on the matter.

Those of us who met in Atlanta on April 22 strongly urge that all persons involved in the NAEB-NETRC discussions present information as soon as possible to the NAEB membership committee, particularly those people most directly involved, the radio people. This must be done well in advance of the Fall National NAEB Convention in order to avoid -- on a much greater scale -- our experience in Atlanta.

In closing, I want to thank the many people who attended the meeting and those who helped to make it at least one of the liveliest radio meetings in many a year. Particular thanks should go to Raymond Hurlburt, Television Director for Region II, who permitted the radio session to hitch-hike on the excellent organization he had set up for the television meeting.

Roy Flynn

RF/as
6/16/60

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Region ~~11~~ 4 Conference

April 22 - 23, 1960

Atlanta Biltmore Hotel

Atlanta, Georgia

PROGRAM

PROGRAM

Friday, April 22

RADIO CONFERENCE PERIODS
Division Chairman - Roy Flynn
Mezzanine Room 10

9:30 a.m. -
12 Noon YOUR STATION AND THE REGION

Chairman - Leonard Press, WBKY-FM, University of Kentucky

Consultant - William Bowden, Southern Regional Educational Board, Atlanta, Georgia

2:30 -
4:30 p.m. YOUR STATION AND NAEB - NETRC

Chairman - Haskell Boyter, WABE, Atlanta, Georgia

Consultants - Dr. Harry Skornia, NAEB; Bob Underwood, NAEB; Patrick J. Callihan, NETRC

5:00 p.m. -REGISTRATION & INFORMATION
-HOSPITALITY Mezzanine

Host - General Electric Company

Saturday, April 23

GENERAL SESSIONS
Raymond D. Hurlbert, Presiding
Director, NAEB Region II

8:00 a.m. NAEB PROFESSIONAL ASSOCIATION BREAKFAST Georgian Ball Room

Speaker: Dr. Harry Skornia, Pres., NAEB

12:30 p.m. INSPIRATIONAL LUNCHEON
Georgian Ball Room

Speaker: Rosel H. Hyde
FCC Commissioner

6:30 p.m. FRIENDSHIP DINNER 10th Floor

Program: Remarks by Representative Television Instructors

TELEVISION CONFERENCE PERIODS
Division Chairman - Raymond D. Hurlbert
10 a.m. - 12 Noon - 2:30 - 4:30 p.m.

PROGRAM PRODUCTION Mezzanine Room 10

Division and Discussion Chairman - Roy J. Johnston ETV Director, North Carolina State College

Speaker: George Heinnemann
Executive Producer, NBC

PROGRAM UTILIZATION Mezzanine Rooms 14 & 15

Division Chairman - Dr. Truman Pierce, Dean, Auburn University

Saturday, April 23 (continued)

Morning Session

"An Elementary School Uses Television to Improve the Quality of Learning."

Mrs. Helen D. Peterson, Principal
Conley Hills Elementary School
East Point, Georgia

General Discussion

Discussion by Sub-Groups

Afternoon Session

"How Public Schools, A Television Network, and a School of Education Cooperate in Improving Instruction."

Harold C. Steele, School of Education, Auburn University

General Discussion

Discussion by Sub-Groups

ENGINEERING — Mezzanine Rooms 2 & 3

Division and Discussion Chairman - William Kessler, University of Florida

Morning Session

10 a.m. "A Survey of Receiving Type Television Antennas" by Harvey J. Aderhold and Wilbur Fattig, WLW-A, Atlanta, Ga.

Saturday, April 23, (continued)

10:20 a.m. "A Look at the New WTHS-TV" by Herb Evans, WTHS-TV, Miami, Florida

10:40 a.m. "Facts Behind Picture Quality, Interchangeability and Reliability in TV Tape Recording" by Tony Severdia, Manager, Product Planning, Ampex Corporation, Redwood City, California

11 a.m. "Transmitting Antenna Systems for Television" by Ronnie Fisk, Antenna Specialist, Antenna Engineering, General Electric Company, Syracuse, New York

Afternoon Session

2:30 p.m. "The Results of Adding a 25-kilowatt Amplifier at WEDU: by Obra Harrell, WEDU, Tampa, Florida

2:50 p.m. "A New Heterodyne Television Repeater for Microwave Relay Use" by Biagio Presti, Manager, Broadcast and Development, Sarkes Tarzian, Inc., Bloomington, Ind.

3:10 p.m. "A Pre-Programmed Cross-Bar Video Switcher" by William F. Boehme WUFT, Gainesville, Florida

3:30 p.m. "Frequency Modulation Techniques in Magnetic Tape Video Recorders" by John Wentworth, Manager Television Terminal Engineering, Radio Corporation, Camden, New Jersey

Region II file
(Conference)

May 1, 1959

Mr. Raymond D. Hurlbert
Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

Dear Raymond:

One file copy of Region II participants is all we really need.

Our thanks -- and I hope every one joins.

Regards,

Harry J. Skornia
Executive Director

HJS:cm

Dear Harry:

The attached list is for your files. Is one copy enough? We are using it to work for membership.

108 Total Participants

NAEB REGION II CONFERENCE PARTICIPANTS
APRIL 17-18, 1959
ATLANTA BILTMORE HOTEL
ATLANTA, GEORGIA

MR. RALPH ALBERS
UNIVERSITY OF KENTUCKY
LEXINGTON, KENTUCKY

MR. HARVEY J. ADERHOLD
GEORGIA EDUCATIONAL TV COMM.
1611 PEACHTREE STREET N.E.
ATLANTA, GEORGIA

MR. O.L. ANSLER, SUPT.
DECATUR CITY SCHOOLS
DECATUR, GEORGIA

MR. GERARD L. APPY
GEORGIA CENTER FOR
CONTINUING EDUCATION
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

MR. T.E. ATKERSON
ACK RADIO SUPPLY CO.
ATLANTA, GEORGIA

MR. L.C. ATKINS
BOARD OF EDUCATION
ATLANTA, GEORGIA

MR. GRAYDON AUSMUS
DIRECTOR, RADIO-TV
BOX X
UNIVERSITY OF ALABAMA
UNIVERSITY, ALABAMA

MR. BILL BALLARD
WEDU
FLORIDA WEST COAST ETV
TAMPA, FLORIDA

MR. FRANK BENSON
BOARD OF EDUCATION
ATLANTA, GEORGIA

MR. HILL BERMONT
GEORGIA CENTER FOR
CONTINUING EDUCATION
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

MR. J.K. BLUM
COLUMBIA PUBLIC SCHOOLS
1607 LAUREL STREET
COLUMBIA, SOUTH CAROLINA

MR. WILLIAM BOEHM
TV PRODUCTIONS CENTER AND ETV
GAINESVILLE, FLORIDA

MR. ROBERT BOHAN
BOARD OF EDUCATION
ATLANTA, GEORGIA

MR. TOM BOST
DISTRICT SALES MANAGER
GENERAL ELECTRIC CO.
1330 PEACHTREE STREET
ATLANTA 9, GEORGIA

MR. WILLIAM L. BOWDEN
SOUTHERN REGIONAL
EDUCATIONAL BOARD
130 6TH STREET
ATLANTA 13, GEORGIA

MR. HASKELL BOYTER
DIRECTOR, WETV
740 BISHARK ROAD
ATLANTA, GEORGIA

MR. VERNON BRONSON
BOARD OF EDUCATION
WTHS DADE COUNTY
MIAMI, FLORIDA

MRS. J.A. CAMPBELL
CLAIRMONT ELEM. SCHOOL
DECATUR, GEORGIA

MR. HENRY CAUTHEN
COLUMBIA PUBLIC SCHOOLS
1607 LAUREL STREET
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MR. KENNETH CHRISTIANSEN
UNIVERSITY OF FLORIDA
GAINESVILLE, FLORIDA

Mr. Ed Cleyno
Educational TV
University of Alabama
University, Alabama

Mr. Wade Coleman
Educational TV
University of Alabama
University, Alabama

Mr. Jim Comer
General Electric Co.
1330 Peachtree Street
Atlanta 9, Georgia

Mr. Sam Cooper
State Department of Education
Montgomery, Alabama

Mr. J.W. Cowan
Board of Education
Atlanta, Georgia

Mr. William Kenneth Cumming
WJCT, Channel 7
Jacksonville, Florida

Mr. Hans Deeken
Georgia Center for
Continuing Education
University of Georgia
Athens, Georgia

Dr. John A. Dotson, Dean
University of Georgia
Athens, Georgia

Mr. J.H. Douglas
General Electric Co.
3200 Maple Avenue
Dallas 4, Texas

Mr. Jake Dunlop
Educational TV
Alabama Polytechnic Institute
Auburn, Alabama

Mr. W.L. Falted
Atlanta, Georgia

Mr. Roy Flynn
Director, Radio-TV
Florida State University
Tallahassee, Florida

Miss Annie F. Flanigan
Lawrenceville, Georgia

Mr. Alvin M. Gaines
Board of Education
Atlanta, Georgia

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Florida ETV Commission
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Miss Helen Gore
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Apt. 9
Atlanta, Georgia

Mr. Edward Graham, Jr.
Georgia Center for
Continuing Education
University of Georgia
Athens, Georgia

Miss Ester Graydon
University of South Carolina
Columbia, South Carolina

Mrs. Mary Grubbs
Department of Education
Atlanta, Georgia

Mr. Paul Guptil
Atlanta Public Schools
Atlanta, Georgia

Mr. Stuart W. Hallock
University of Kentucky
Lexington, Kentucky

Mr. William Harley
President, NAEB
14 Gregory Hall
Urbana, Illinois

Mr. Jack Harvey
Board of Education
Atlanta, Georgia

Mr. Gregory Heimer
TV Coordinator
Duval County Board of Public Inst.
605 Ocean Street
Jacksonville, Florida

Mr. Thad Hollingsworth
DeKalb County Schools
Decatur, Georgia

Mrs. Thad Hollingsworth
Decatur, Georgia

Mr. Oni P. Houston
North Carolina State College
Raleigh, North Carolina

Mr. Raymond D. Hurlbert
Ala. Educational TV Comm.
807 Protective Life Building
Birmingham 3, Alabama

Mr. Philip A. Jacobson
Motorola Inc.
4545 Augusta Blvd.
Chicago, Illinois

Mr. Roy J. Johnston
North Carolina State College
Raleigh, North Carolina

Mr. Van Joiner
Conley Hills Elem. School
East Point, Georgia

Mrs. Ethel Kerlin
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Georgia Center for Continuing Ed.
University of Georgia
Athens, Georgia

Miss Frances Lawrence
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East Point, Georgia

Miss Lillian Lee
Atlanta Board of Education
Atlanta, Georgia

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Columbia Public Schools
1607 Laurel Street
Columbia, South Carolina

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Educational TV
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University, Alabama

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740 Biskark Road
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320 N. McDonough Street
Decatur, Georgia

Mrs. Odette Morphy
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Mr. George Murphy
Auburn ETV
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WUNC-TV
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Mr. Zoel Parenteau
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Atlanta Public Schools
Atlanta, Georgia

Mr. Ronald Russell-Tutty
University of Kentucky
Lexington, Kentucky

Mr. Bill Scott
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Mr. Ray Shirley
Universtiy of Tennessee
Knoxville, Tennessee

Mr. Howard B. Sims, Jr.
1551 Sagewood Circle
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Dr. Harry Skornia
Executive Director, NAEB
14 Gregory Hall
Urbana, Illinois

Mrs. Pauline D. Smith
109 Evans Drive
College Park, Georgia

Mr. Joe Stuckey
University of Alabama
University, Alabama

Mr. Phillip Thompson
WVOT
University of Tennessee
Knoxville, Tennessee

Mrs. Sally Tidwell
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Mrs. Hollis Todd
Atlanta, Georgia

Mr. H.B. Todd
Atlanta, Georgia

Mr. Werner Vaght
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Auburn ETV
Alabama Polytechnic Institute
Auburn, Alabama

Mrs. Ed Wegener (Betty)
Auburn, Alabama

Dr. Paul West
165 Central Avenue
Atlanta 3, Georgia

Dr. Edwin L. Williams, Jr.
State Department of Education
Montgomery, Alabama

Mrs. Ed Williams, Jr.
Montgomery, Alabama

Mr. Kenneth Wright
University of Tennessee
Tallahassee, Florida

Mrs. Alice Wyman
University of South Carolina
Director, Audio-Visual Aids
1316 Pendleton Streee
Columbia, South Carolina

File - Region II Director

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

OFFICIAL BALLOT FOR ELECTION OF REGIONAL DIRECTORS

Piece an X in the space preceding the name of the person for whom you wish to vote. YOU MAY VOTE ONLY FOR THE DIRECTOR OF YOUR REGION.

BALLOT, TO BE COUNTED MUST BE RECEIVED AT HEADQUARTERS ON OR BEFORE DECEMBER 1, 1958.

REGION II 30 votes

III _____ Lee Franks, Program Director, WUFT, Univ. of Florida, Gainesville

Elected ~~IIII IIII IIII~~ _____ Raymond Hurlbert, Gen. Mgr., Alabama ETV Comm., Birmingham

~~IIII IIII~~ _____ Keith Nighbert, Program Director, WKNO, Memphis, Tennessee

REGION IV

_____ Martin Busch, KUSD, University of South Dakota, Vermillion

_____ John Schwarzwalder, Mgr., KTCA, Minneapolis - St. Paul, Minn.

_____ Rev. R. C. Williams, Dir., Communication Arts, Creighton U., Omaha, Nebraska

(Note: Edw. Slack, KUSD, withdrew as a nominee)

REGION VI

_____ Harold Winkler, Pres., Pacifica Foundation, Berkeley, California

_____ Kenneth Harwood, Chm., Dept. of Telecomm., USC, Los Angeles

_____ Roger Houglum, Mgr., KRVM, Eugene Public Schools, Eugene, Ore.

_____ Glenn Starlin, Dir. of Radio, University of Oregon, Eugene, Ore.

(Note: Loren Stone, KCTS and Edwin Adams, U. of Washington, withdrew as nominees.

NUMBER OF VOTES (Circle one number) 1 2 3

HRH:jg
November 12, 1958

Mr. William Harley

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

March 19, 1959

Mrs. Elizabeth E. Marshall
Station WBEZ
Chicago Board of Education
228 North LaSalle Street
Chicago 1, Illinois

Dear Liz:

We have been going over, with Raymond Hurlbert and Bill Harley, plans for the Region II meeting in Atlanta April 18. This discussion followed our going over our "books" to see what budget was available. So far we've been able to allow only a very small amount per regional meeting for the three meetings held this year.

Much to Raymond's sadness, which I share, we are having to stick within that budget for this meeting as well. This leaves us nothing with which to pay for bringing in outside speakers, without depleting the kitty to such an extent that other planned features (a dinner "on NAEB" for example) would have to be cancelled.

I know Raymond felt badly about this, having inquired about your availability in case funds were available, and I'm writing as the villain, which I must so often be: the guy who says "no money." We wanted you to know that was the only reason --- and that we are resolved that in the near future again, we shall be calling on you, if you'll forgive us, and our embarrassed poverty, this time.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dp

cc: Raymond Hurlbert
William Harley

Mr. William Harley

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

March 18, 1959

Mr. Raymond D. Hurlbert
Alabama Educational TV Commission
807 Protective Life Building
Birmingham 3, Alabama

Dear Raymond:

Having trouble getting help on part time basis. Now have lists about ready. But am now going over all of them to delete those who are already members. These will be sent very soon.

Attached is mark-up of new flier (blank) we plan to do here. I wanted to get this in press right away. It's the way we see it here. You'll note that from this we've deleted student classifications, but leave open the possibility of doing something on this later. Lenny Marks thought this the only part which might later give us trouble.

I've been asked by Harley to hold giving it to press till I receive copies of suggestions and reactions from Professional Advancement Committee which were mailed to him. These I should have by the time you receive this. I'll call if there's any change indicated from what we have.

The reason I'll call, and that you should see the attached, though we can print it, is that in the brochure copy, sent for Peneguy (to be printed there):

1) Reference to Student category must now be deleted and

2) Wording for the other individual categories should be changed to agree with that in the attached (subject to my call).

So much for that.

Regarding the Regional Meeting: I've talked this over with Bill. He feels, with me, that we should limit NAEB support to the same amount we gave other Regions, which was $300.00. However, if this is partly also a membership push as appears, an additional $200.00 (chargeable against membership drive appropriation) would be justified.

This $500.00 you could use in any way you see fit, including bringing Elizabeth Marshall down. On the basis of reactions to her presentation at Purdue, some of those Bill and I have talked to raise the question as to whether this would be worth the $100.00 to $200.00 it would cost to bring her in. I also raise the question of whether she would contribute to a more crowded agenda than would result in the brisk meeting you want. I've not seen her materials, and you have, so we'll leave to you.

Bill and I will either chat informally as needed (on a panel), or make brief talks and/or remarks as we did at Region III recently, in which we talked about services and directions for the NAEB, with emphasis by Bill on development as a Professional Association. We'll be glad to be fitted in any way you see fit -- since neither of us is sensitive on this.

I hope this does it, Raymond. Your schedule looks fine and we'll both plan to arrive the early evening or afternoon of April 17.

I wish we were richer. But with Engar and other Chairmen pleading for funds, our reserves are fast becoming thin, and we're trying to be as fair, all around, as we can.

Most sincerely,

Harry J. Skornia
Executive Director

HJS/dp

cc: William Harley

Enclosure

ALABAMA EDUCATIONAL TELEVISION COMMISSION

807 PROTECTIVE LIFE BUILDING BIRMINGHAM 2, ALABAMA TELEPHONE FAIRFAX 5-4123
WAIQ, CHANNEL 2 WTIQ, CHANNEL 7 WBIQ, CHANNEL 10

COMMISSIONERS
[illegible]
VINCENT F. KILBORN
[illegible]
E. MAYNARD LATHAM
[illegible]
MRS. BERNICE S. MORRISON
[illegible]
RAY WILKIE
[illegible]

STAFF
RAYMOND D. HURLBERT
General Manager
AL SPICER
Chief Engineer
LOUIS TURNBULL
Director
Communications & Information
MRS. MARION LAW
Office Manager

March 16, 1959

Dr. Harry Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Region 11 of NAEB will hold its meeting in Atlanta, beginning Friday evening, April 17, and ending after dinner on Saturday, April 18. It is my thinking now that an informal dinner on Friday evening for discussing NAEB, principally membership, would be a good way of getting our dishwashing done early.

My thinking is, as of the moment, that we will have a colorful breakfast with conference periods at 10 a.m., followed by lunch at noon. 2 p.m. would begin another conference period to end at 4 p.m. Dinner would begin at 6 p.m. and probably end by 8:30 p.m.

I am contemplating discussion groups in the areas of engineering, fresh ideas for programming, and new plans for promotion. In connection with promoting the area of Teacher-Professional Membership, I am contemplating a discussion program for utilization purposes. In this connection, and in keeping with our former conversation, I am wondering if you feel the NAEB could afford the services of Mrs. Elizabeth Marshall. I have contacted her about this matter, and she is agreeable if Dr. Willis will approve. Please advise me on this matter at your earliest convenience.

I would appreciate the part that you and Bill would rather take in the plans for this regional meeting.

May I proceed with permission to incur obligations to the amount of $500 on the expenses for such a meeting?

Sincerely yours,

RDH/ml

Raymond D. Hurlbert

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

Mr. Wm Harley

March 13, 1959

Mr. James Robertson
Director of Station Relations
National Educational Television and
Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Jim:

Since we've always invited ETRC representation (at least in recent years when I've been around,) you can count on us to let you know when we have Regional meetings. In fact, if your whole staff become individual members, you'll probably all always know.

We shall count on you. Attached, just hot out of an envelope from Hurlbert, the most advanced warning I can give of upcoming Regional meeting. I'm telling him I'm free at that time --- and rather think that will be the date. (Just checked with Harley. OK with him too.)

Have you any good pictures on file, of station operations (of NAEB members) that you could send Raymond Hurlbert? We're getting out a little brochure for individual membership drive. Now is a good time for all good men to come to the aid of the cause.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dp

cc: Raymond Hurlbert
William Harley

Encl.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

March 11, 1959

Mr. Harry J. Skornia
Executive Director
N.A.E.B.
14 Gregory Hall
Urbana, Illinois

Dear Harry:

It seems that Saturday, April 18, will suit our convenience best for a time to hold a Region 11 meeting, most likely in Atlanta. I would like to know immediately if this will suit yours and Bill Harley's schedule.

With kindest regards, I am

Sincerely yours,

RDH/ml

Raymond D. Hurlbert

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

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